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INDUSTRY-SPONSORED TEACHING MATERIALS:
THEIR NATURE AND USE

BY

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CHAPTER I

THE ROLE OF VISUAL MATERIALS IN EDUCATION

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when it is an experience. This is made possible through the use of audio-visual materials.

There is power in words when they are full of meaning for the hearer, but not when the hearer does not have them related with concrete experience of his own. Language is the great tool of the teacher. Through it he may bring the whole world of things, ideas, and feelings to his pupils. But language may also be the teacher's greatest stumbling block. For the teacher and the textbook may, and often do, use words which have no meaning for the pupil. He may build

CHAPTER I

THE ROLE OF VISUAL MATERIALS IN EDUCATION

One of the most significant trends in education today is the accelerated use of audio-visual methods and materials. Visual education is the effort to help people to learn through seeing. Visual education seeks to increase the amount of desirable new experience which enters through the eyes.

Industries and educational groups are oftentimes called upon to serve educators and the general public in providing teaching aids. This service has become an integral part of present day understanding that learning is lasting when it is an experience. This is made possible through the use of audio-visual materials.

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every syllable that the teacher speaks yet not understand what the teacher says.

A striking illustration of teaching without the use of visual aids is furnished by the following incident. For this story, the writer is indebted to Mr. B. A. Auginbaugh, formerly of the Ohio Department of Education:

I was principal of the school in _____, Ohio and stepped into a fourth grade room as a matter of routine. The class was having study period on fourth grade geography. Every now and then a pupil would ask the teacher about some portion of the text they were studying. One little boy raised his hand and asked what was a zebra, whereupon this dialog ensued:

Boy: What is a zebra?

Teacher: A zebra is a small animal something like a donkey.

Boy: What is a donkey?

Teacher: Didn't you ever see a donkey?

Boy: No.

Teacher: Well, did you ever see a Shetland pony?

Boy: No.

Teacher: Did you ever see a mule?

Boy: No.

Teacher: (Almost at the end of her string.) Well, you have seen a horse, haven't you?

Boy: Yes.

Teacher: Well, a zebra is sort of a small horse, only it has stripes on it.

Boy: Oh (a satisfied 'Oh')!

Interlude. Six months elapsed and a circus came to a nearby city. There I found the boy one afternoon in heated discussion with the menagerie keeper. The two stood before a cage containing two zebras and this dialog was in progress as I came up:

Keeper: Well, I don't care what you say, those critters are zebras no matter what your teacher said. I don't know whether they are black animals with white stripes or white animals with black stripes but they're zebras. What kind of stripes did your teacher say they had?

Boy: Red, white, and blue stripes!

I had been present when this pupil-teacher dialog took place and the teacher had said nothing about red, white, and blue stripes, but the boy had merely done what many do who are presented with verbal descriptions--he made his images from his incomplete store of knowledge and came out with some sort of half ox and half goat wound around with red, white, and blue bunting.¹

Recently an Evanston, Illinois teacher took into her class a small bundle of wheat and asked the pupils to tell her what it was. Only one called it wheat. Other suggestions ventured were: "corn-cob," "dried celery," "barley," "rye." The word, wheat, was familiar to all these children, but for most of them it was not attached to the real object for which it stands. Until such a tie-up was made, the use of the word was little more than verbalism.

Here is the purpose of visual education in a nutshell. It is to continue the process of keeping teaching allied as closely as possible with concrete experiences. It consists

¹Letter from B. A. Auginbaugh, Director of the Ohio Visual Education Department, Columbus, Ohio, January 6, 1955.

of all those efforts and activities by which one seeks to help the pupil to learn through seeing.

Visual aids should be interesting but their purpose is more than entertainment. The purpose of the lesson must come first. The visual aids chosen must always be secondary and contributory to that purpose. That visual aid should be chosen which represents the most direct available route to the goal. Unless it performs this function it is not an aid, but a hindrance. If the emphasis on the visual aid is such as to draw attention to itself and away from the objective, it has been incorrectly chosen or improperly used. If the mechanics of presenting the visual aid are so blundering or obtrusive as to blur out the sharpness of the object, it had much better be omitted.

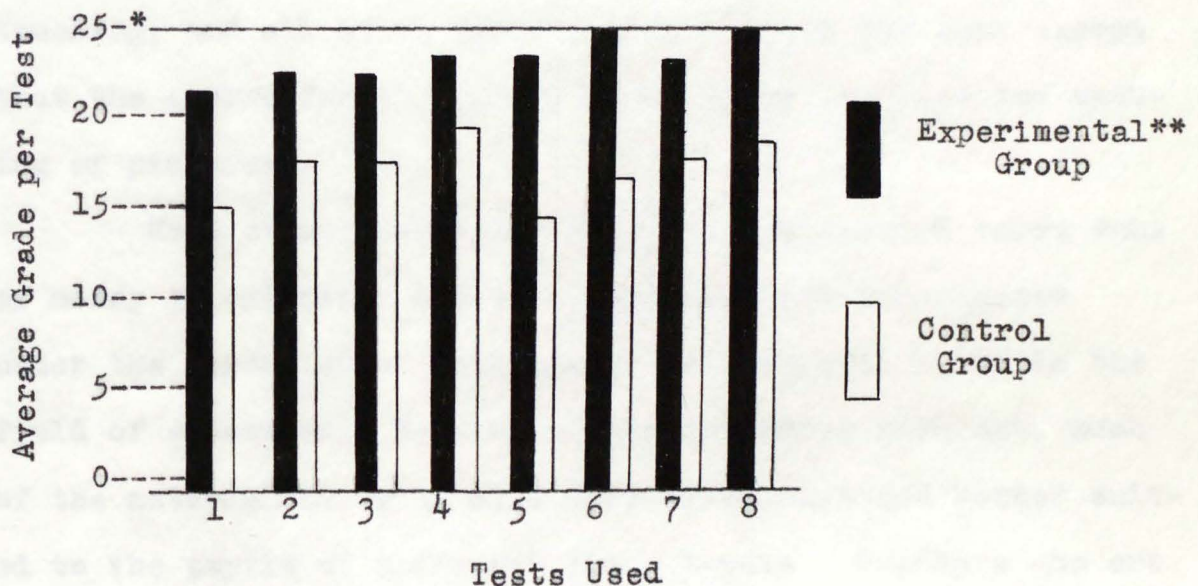
Good lesson planning requires that, in the light of knowledge of the needs of the pupils, the teacher first determine the objective for a particular session. Only then is he ready to ask himself, "How can I best achieve this objective?" A part of the answer may be in the use of some form of visual aid. In practice, of course, the process may at times be reversed. A good visual aid may call to mind objectives which have already been chosen, or needs which have been recognized and which will be ministered to by this aid. But the accent is still on purpose.

Visual aids are not laborsaving devices. More, rather

than less preparation is necessary with their use, and usually such preparation must be made far in advance. Visual aids were never intended as laborsavers for teachers. Their purpose is to make the work of the conscientious teacher more effective.

There is one valid test of the effectiveness of visual aids: to what extent do they help to achieve the objectives of teaching? Teachers who have made a practice of using visual aids have no doubt as to their value. They have seen the heightened interest of their pupils.

The following figure substantiates that teaching with the use of visual aids is superior to teaching without them.



*Maximum possible score.

**Experimental Group received identical instruction as Control Group except for the use of visual aids.

Figure 1.--Comparative Achievement of two matched groups of students in eight social studies tests.

The columns in the diagram representing the group being taught with the aid of pictures (experimental group) are consistently higher than the nonvisual aid group (control group).

This experiment covered a semester's work in South American history during the 1954-1955 school year. It was conducted in a sixth grade classroom at Northbrook, Illinois with fifteen pupils in each experimental and control group, paired as to equate ability in the two groups. The results of eight tests are shown above. The purpose was to discover the lasting effectiveness of the use of photos and sketches as an aid in teaching history. In both groups, the teaching situation, the content of the course, the general methods of teaching, and all other factors were exactly the same except that the course for the experimental group included the showing of pictures.

Many commercial enterprises have allocated large sums of money to establish education and research departments under the direction of individuals who are well known in the field of education. Because of the intensive interest, much of the material is being made more attractive and better suited to the pupils of different grade levels. Teachers who are in need of supplementary material need not hesitate to supply their needs from industrially prepared teaching aids.

It has been estimated that the funds invested in the production and distribution of industrially prepared teaching aids each year exceed the annual school budgets of Delaware, Idaho, Nevada, New Hampshire, Vermont, and Wyoming combined.¹

Whatever the total investment may be, it is known that many business firms and associations spend substantial sums of money every year on teaching aids, the use of which has reached significant proportions in American schools. In fact, teachers generally agree that these aids now constitute a potent force in the educative process.

So far as the writer has knowledge, the business organizations that cooperated in this study and that currently produce and distribute teaching aids, plan to continue the activity, and some of them hope to expand their program.

As one example, the American Petroleum Institute has distributed for many years a large volume of informative and educational material about petroleum in response to requests and inquiries from teachers and students. In 1950, the Institute made an intensive study to determine what types of industry-furnished aids were most useful to schools. The results of this study and subsequent surveys indicate, in brief, that industry-sponsored educational materials are of most value when they are specifically prepared for schools, when they reflect an enlightened social point

¹Letter from Thomas J. Sinclair, Educational Director, Association of American Railroads, Washington, D. C., September 23, 1954.

of view, and when they help to make classroom instruction more complete, more realistic, and more interesting. The study also indicated that materials should be objective and simple in presentation.¹

As a result of this study, a new group of materials is now being offered by the American Petroleum Institute for use in the schools. Every effort has been made to prepare the materials in accordance with these guiding principles.

The American Forest Products Industries developed a school packet about twelve years ago that continues to be popular. It offers a teacher's manual, several wall displays, and classroom quantities of graded student booklets which provide a complete line of forest conservation materials for grades four through twelve. The sponsor's records show that these materials have been requested by more than half the schools of the United States and requests this year reached an all time high.²

Why should business be interested in youth? The most obvious answer is that today's young people are tomorrow's stockholders and tomorrow's employees.

Business organizations which produce teaching aids may better serve the needs of education if they know the

¹Statement by Donald R. Waugh, personal interview, Oil Industry Information Committee of the American Petroleum Institute, Chicago, Illinois, September 14, 1954.

²Statement by Bernard L. Orell, personal interview, Weyerhaeuser Sales Company, Chicago, Illinois, September 24, 1954.

educators' views on these materials. Many of the organizations represented in this study have an educational department which compiles the information, plans the type of aid to be prepared, and has charge of distribution of materials. The materials prepared by such a plan tend to be of more value than those prepared by the advertising department for they tend to be contributions to the public, to education, and to children, while the material prepared by advertising departments tend to be weighted quite heavily with the product for sale. However, the writer feels that only about 4 per cent of the companies cooperating in this study produced materials with such an excess amount of advertising that these materials were objectionable for school use. A wise and creative teacher is able to direct the students' interests toward the primary purpose of these materials and will therefore be encouraging the consideration of a specific product as a secondary matter.

Commercial organizations have become increasingly aware of the value to them and to consumers from issuing authoritative educational material relating to their products. Many of these organizations employ well-trained and experienced persons to prepare such materials. Although the chief purpose of such material is to sell the company's product, in many cases advertising is kept at a minimum. Teachers can offset the emphasis on any one brand by giving students

the opportunity to compare a variety of brands.

Plant visits or tours are forms of industrial and business helps to education. Carefully planned tours can be very successful because students may see some of their schoolwork actually in use, and often what they see will capture their imagination to the extent that they will want to study more about that work. Alice Haggans, Educational Director of the Board of Trade, Chicago, Illinois says that her employers "feel that the best visual aid on the Board of Trade is actually seeing the Trading Floor in action."¹

Over a two-year period, the writer built up a list of several hundred firms and associations that were known to be distributing materials or were of the nature that there was a possibility of their producing materials. In compiling the list, there was a definite attempt to have a variety of types of business and organizations represented. Addresses were secured through telephone books, educational periodicals, and interviews.

In addition to gathering information by correspondence, the writer had personal visitations with representatives of business and education.

A form letter² was sent to 603 organizations requesting the following:

¹Statement by Alice Haggans, personal interview, Educational Director, Board of Trade, Chicago, Illinois, September 24, 1954.

²See Appendix, p. 120.

1. A complete packet of visual aids regarding your industry, designed for use in the elementary and junior high school (booklets, pictures, charts, displays, and the like).
2. The cost and to whom these materials are available.
3. Information regarding the expense of producing these materials in 1954.
4. Approximate number of educators you sent materials to in 1954.

Since the majority of organizations were unable to accurately determine the actual cost involved in point three inasmuch as personnel and postage expenses could not be figured accurately, and since it is not the policy of many organizations to divulge the yearly expense they incur to produce these materials, a fair conclusions could not be made on this point.

Regarding point four, most organizations supplied at least one hundred and many supplied as many as one hundred thousand, which would indicate an awareness on the part of teachers to the value of industry-sponsored teaching aids.

Many of the items provide general information of scientific, cultural, or historical value and have no specific relation to the sales interest of the firms producing them. Other items pertain to the products of the particular firms or associations which have produced them for distribution. It is naturally to be expected that materials relating to sales products will set forth the producers' claims in

somewhat the fashion of advertising as such.

The 455 business firms and organizations that supplied data for this study make educational materials available in the following forms: booklets, charts, comic books, exhibits, maps, models, leaflets, posters, and samples.

This report seeks to list for ready reference and use some of the materials available from industries and educational organizations usable in today's ever-demanding curriculum. The materials have been annotated to aid teachers in their selection.

The basic objectives of this study are:

1. To present a general view of the great significance of visualizing modern education.
2. To set up criteria by which good materials may be selected.
3. To prepare an annotated listing of industries and educational organizations producing materials usable in the elementary and junior high grades.

CHAPTER II

TYPES OF INDUSTRY-SPONSORED VISUAL MATERIALS

What are the characteristics of visual materials which distinguish them from other materials? First, they have qualities of concreteness. Through combining the spoken or written word with the concrete image, educators can build a greater common denominator of understanding for a typical class.

Second, life today, with its high degree of specialization and its urban living, does not offer the concrete experiences of an earlier agricultural society. This makes some books harder to understand than they once were.

The movement in schools to make certain that concrete experiences are provided is not directed against abstraction or generalization. Indeed, intellectual life is impossible without abstractions. Those interested in visual education are looking two ways, toward a richer provision of concrete experiences, both in the development of abstractions and of generalizations.

Ralph Linton, the noted anthropologist, has pointed out that one of the reasons for the success of Confucius as a teacher was that he not only presented the abstraction

but in every case he gave a specific illustration of what he meant. Indeed, he often gave several illustrations. Thus, his abstractions were made concrete by example.¹ It is this that brings one to the realization that learning is made lasting through example and visual perception. If the written word is not understood, then what is the value of that area of concentration? This leads up to the thought which Sir Walter Scott so well expressed in Marmion. It should bring teachers to the realization that they practice deception when they constantly present abstract verbalisms:

Oh what a tangled web we weave,
When first we practice to deceive.²

There are many ways in which to visualize teaching. Each curriculum material has its own unique contribution to make to the pupils' educational development. In some instances a certain material is basic; in others, it is supplementary. Some types will serve one purpose best, some types another.

The choice of a visual aid to be used in a particular situation will depend on a number of factors. These include the nature of the subject to be visualized, the age of the

¹B. Othanel Smith, and Others, Readings in the Social Aspects of Education (Danville: Interstate Printers and Publishers, Inc., 1951), p. 25.

²Sir Walter Scott, Marmion (Boston: Little Brown and Company, 1941), p. 17.

pupils, the availability of visual material, the possibilities for visualization in the setting in which the lesson is to be taught, and the teacher's ability to use visual material.

It is sensible to conclude that the well-prepared teacher should be familiar with various types of aids, their availability, and uses. These types of visual aids will be discussed in the following pages. They are means employed by business organizations in presenting information to students, teachers, and the general public:

1. Blackboard.
2. Bulletin board.
3. Charts.
4. Diagrams.
5. Posters.
6. Illustrated textbooks.
7. Booklets and leaflets.
8. Comics.
9. Objects.
10. Specimens.
11. Models.

The blackboard, bulletin board, and illustrated text, as such, are not to be considered industry-sponsored teaching aids. They are included in this chapter as an indication of the need for effective usage of basic materials in an ordinary classroom and as a means for presenting and displaying visual aids.

Blackboard, Bulletin Board, Charts, Diagrams, and Posters

The blackboard and bulletin board are but a means for presenting and displaying visual aids effectively. A teacher need not be an artist to use a blackboard effectively. New and different words written on the blackboard where the pupils may see as well as hear them will be more readily learned.

A bulletin board provides a place where materials may be readily and easily posted for observation and study. Classes engaged in projects where newspaper clippings are useful will find a bulletin board invaluable. Specimens of the pupils' creative efforts may find their place on the bulletin board where other members of the class as well as parents and friends may see them.

A chart is used to present data for easy reference, for comparison, and for summarizing. It may be in the form of a table of figures or of line drawings showing relationships.

Diagrams, even though they be crude, showing relationships between persons, events in a time schedule, will help to make difficult subject matter clearer. Simple drawings, illustrating a presentation as it is being made, will give life to a story or lesson.

A poster is designed by both form and color to catch immediately the eye of the passerby and to hold his attention

long enough to impress upon him the particular message which it is intended to portray. A good poster should make its impression vividly enough so that not only will the attention be arrested and held but its story also will be remembered.

A graph is a form of chart which readily attracts attention and presents arrangements of data which are easily read and remembered. Graphs are lines, diagrams, or pictures arranged to show quality, development, function, or relationships of factors. Graphs are constructed on definite mathematical principles. They can effectively give the student vivid pictures of comparative data.

Illustrated Textbooks, Booklets, Leaflets, and Comics

The schoolbook with pictures is so common in one's experiences that the pictures are taken for granted. It is difficult to realize that there was a time when there were no pictures in books. It was John Comenius, a teacher and minister, who developed the first picture textbook. His Orbis Sensualium Pictus, that is, "The World of Sense Objects Pictures," an illustrated primer and first reader which appeared in 1658, was the first illustrated book ever to be written for children. It was written in Latin but later translated into many languages. Comenius not only simplified the teaching of Latin, but he also shifted the whole emphasis in instruction, from words to things and made

the teaching of scientific knowledge and useful world information, the keynote of his work.¹

Pictures are used in books in order to give reality and interpretation to the text. Often the caption under the picture presents further interpretation but the pictures remain an aid to the printed words. There is hardly a teacher who does not at some time or other, employ pictures in his teaching. Many times a teacher's use of pictures is haphazard, unplanned, and in total or partial ignorance of the rich picture resources which are available.

The picture presents the experience to the recipient, but the recipient must bring his own experience to the word! No statistics are needed to gauge the tremendous difference between the symbolic word and visual aids as qualitative gains to communication. Since communication is the major, if not the chief tool of education as it is also of many other fields of endeavor, the significance of these relationships should be easy to perceive.

Disadvantages in the use of printed pictures center mainly in the difficulty of getting pictures which are large enough, so that all the members of a class may clearly see.

Booklets and leaflets are the most widely distributed material by business organizations. They vary in size from

¹E. P. Cubberley, The History of Education (Boston: Houghton Mifflin Company, 1920), pp. 412-413.

two pages to twenty-five and many are elaborately colored. They tend to give a very comprehensive summary of the subject they are intended to cover.

Approximately 4 per cent of the business organizations that make educational materials available to the public include in their packet of materials a comic. A comic is a continuous story with many separate but related cartoons. They are easy to read and tend to be exciting.

Objects, Specimens, and Models

A model is distinguished from an object in that it is not the real thing but an artificial representation of some object which is not present. What better way could a learning take place when a field trip is not possible?

An explanation and suggestions concerning the use of objects, specimens, and models are found in Dr. C. F. Hoban's monograph on Visual Education and the School Journey. They are generally considered to be of great value in educational procedure.

The object is the thing itself--plant, fruit, vegetable, bird, animal, etc.--that can be brought into the classroom for study. The specimen is a sample, a part intended to show quality, one of several things which represent all--for example, a piece of coal, wood, cloth, etc. The model is a small size representation, as for example, a building, engine, heart, lungs, globe, etc.

The best place to study cotton would be at a cotton plantation. But, children are not always able to go to a cotton field. The cotton plant, however, with its flower and fruitage, can be brought to the schoolroom, where the children, in addition to seeing

its arrangement in the boll, can handle the cotton, feel the fibers, pick out the seeds, go through the process of combining it and twisting it into strands. This exercise, supplemented with photographic material--showing the cotton field, method of planting, stages of growth and cultivation, and the process through which the cotton passes from the boll to the manufactured garment--will enable the child to understand the relationship between cotton as a plant and as an article of clothing.¹

Among many educators the term "teaching aids" is synonymous with audio-visual materials and equipment produced commercially for sale to schools. For many business representatives, and some educators, the term "teaching aids" means industry-sponsored teaching materials. However, there is some confusion between materials designed primarily for consumer education and other, more general types of sponsored teaching aids.

As defined by leaders in the field, the purpose of consumer education is "to help people become more intelligent, more effective and more conscientious consumers."²

Many business representatives say that the teaching aids which their organizations sponsor, fall within the scope of this definition.

A significant study in the field of industry-sponsored educational materials is that reported by Kenneth Dameron.

¹C. F. Hoban, Visual Education and the School Journey (Harrisburg, Pennsylvania: Department of Public Instruction, 1950), n.p.

²What Are They Teaching Tomorrow's Consumers? Bulletin of the National Better Business Bureau (1946), 3.

In discussing industry-sponsored educational materials in the "Introduction" to his report, Dameron stated:

. . . the new interest of educators in the form, content and character of the advertising message in these materials, makes it imperative that the particular rules, principles or concepts which govern the teacher's use of commercial materials should be thoroughly understood and taken into consideration by national advertisers. The advertiser who ignores the new conditions under which commercial materials for the schools must be written and their distribution conducted, will find himself confronted with pitfalls and hazards which may prove disastrous to his program.

The key to the whole program for securing successful use of business-sponsored materials in the schools is, of course, the teacher.¹

A wise and creative teacher is able to direct the students' interests toward the primary purpose of these materials and will therefore be encouraging the consideration of a specific product as a secondary matter.

A good teacher is one who uses books, maps, charts, specimens, models, motion pictures, the phonograph, the radio, television, and field trips, or whatever is available to put across most efficiently the lesson she is teaching. Recognizing the value of visual aids, their place in the evolution of human communication, and their efficiency with respect to man's psychological aspects and behavior, they may serve any teacher as master tools. It is logical, therefore, to advocate usage of industry-sponsored materials,

¹Kenneth Dameron, "How to Evaluate Business-Sponsored Educational Materials," School Management, XIII (January, 1944), 131.

which are generally free or inexpensive, in the schools.

The function, acquisition, adoption, and utilization of audio-visual aids in schools, should be based upon definite psychological and pedagogical principles. Good teaching depends upon the understanding and techniques employed in breaking down abstractions. The abstract must be reduced to the concrete. Man is a social being. Through the ages, he has acquired rich experiences which he wishes to communicate to his fellows as each new generation appears. It is the teacher's task to know the child and begin to teach him "where he is." This is a process of communication and its effectiveness depends upon the tools of learning selected and used. The tools, then, of communicating vicarious experiences are words, pictures, objects, diaramas, motion pictures, recordings, radio, television, and all devices that help individuals transmit their thoughts and experiences to others. It is the responsibility of the teacher to know the techniques in the utilization of each aid in order to break down abstractions and to provide vicarious experiences for the learner.

Visual communication is the key to common, universal comprehension. Perhaps the following lines by Edgar A. Guest express the feelings of children as well as adults in view of a new learning situation:

I'd rather see a lesson than hear one any day.
I'd rather you would walk with me than merely
tell the way.
The eye's a better teacher and morewilling
than the ear.
And council is confusing, but example's always
clear.¹

CHAPTER III

CRITERIA FOR SELECTION OF INDUSTRY-SPONSORED MATERIALS

The ever-increasing complexity of civilization has placed a great burden on educational institutions. Many schools have been confronted with the problem of extreme heterogeneity of interests and abilities of pupils. They have been faced with the spectrum of new social, physical, and technological developments which have necessitated the re-evaluation and continual readjustment of the curriculum.

An understanding of the factors which have contributed to the growth and development of this nation is an essential part of every student's education. One significant element of that understanding is an insight into the evolution of American industry and its effects upon lives. There are social studies books that touch upon the subject. Many teachers, however, have expressed a need for more materials describing how industry works, how it is managed, its labor relations, job opportunities, its products, and contributions to American life.

Experience with industry-sponsored materials for schools suggests that the following criteria should not only serve as the judgment basis for the educator, but should serve

as a guide to the organizations whose materials are available to the public. Industry-sponsored materials should:

1. Be accurate and reliable.
2. Be usable and acceptable.
3. Provide for individual growth and development.
4. Be pertinent.
5. Be accessible.
6. Be illustrated.
7. Be free of indoctrination.
8. Include timely information.
9. Be unbiased.
10. Be colorful.
11. Be free or inexpensive.
12. Be without obligation to the sponsor.
13. Be related to experiences of pupils.
14. Have a high level of durability and quality of item.

Commercial materials are used primarily for student reference, for classroom presentation, and as background information for the teacher. The teacher's purpose in utilizing such materials is to provide supplementary information which is not easily obtainable elsewhere in convenient form and thus to enrich the subject matter being covered.

The criteria have two obvious uses--to teachers, for checking on value and acceptability of material submitted to them, and to advertisers, who plan to use this form of

promotion, to serve as a guide as to what should and should not be included and how the material should be presented.

A large number of business firms and organizations prepare and produce but a single leaflet for local distribution; others have an extensive educational program involving special personnel, a variety of teaching aids, and widespread distribution. Most of the 391 business organizations represented in this study belong to the latter group.

With the cooperation of a few selected teachers in Evanston, Glencoe, Northbrook, and Skokie, Illinois, and Mr. S. E. Alkire, Director of Audio-Visual Education, Illinois Department of Education, who presided at the Illinois Audio-Visual Conference held in Springfield, November 19 and 20, 1954, data acknowledging some industries and organizations that provide materials of excellence to schools has been summarized and is given in Table I.¹ Eighty-five persons opinions are represented.

The materials supplies by these organizations are listed in Chapter IV of this report. They are considered excellent materials for schools because they maintain the criteria standards stated henceforth.

No individual teacher has either the time or resources to assemble, classify, and catalogue all such materials as would be helpful to him. It is highly important, therefore, that in every school system a program be worked out whereby

¹See Table I, p. 27.

TABLE I

INDUSTRIES AND ORGANIZATIONS, THAT IN THE
EYES OF EDUCATORS, PROVIDE MATERIALS
OF EXCELLENCE TO THE PUBLIC

Organization	Very Usable Material	Not Familiar with Material
Association of American Railroads.....	79	6
General Mills.....	72	13
General Electric.....	66	19
Metropolitan Life Insurance Company.....	64	21
Bituminous Coal Institute...	63	22
United States Steel.....	61	24
Swift and Company.....	59	26
Coca-Cola Company.....	52	33
John Hancock Life Insurance Company.....	44	41
Wheat Flour Institute.....	43	42

valuable educational materials of this kind are made readily available to the instructional staff.

Concisely, the criteria may be summarized with the following key words: pertinent, usable and acceptable, illustrated, free or inexpensive, no urging to buy, no indoctrination, accurate, and not one-sided. The statements must be reliable, materials prepared by trained experts with a modern educational point of view, timely information, apparent purpose social welfare more than commercial profit, principles of art applied, and provision for individual growth and development.

Teachers should recognize that the effective use of visual aids can help in bringing about these results:

1. Develop correct impressions.
2. Stimulate interest.
3. Dispel monotony.
4. Increase accomplishment.
5. Prolong retention.
6. Assist understanding.

There is no magic in visual aids. They are usually more understandable than certain textbooks which may not be detailed enough or not tied closely enough with pupil experiences. However, with teaching aids, teachers will still have to teach and students will still have to study. However, enthusiastic teaching with the aid of teaching aids should provide an atmosphere where meanings are clearer and richer and students will be studying in an atmosphere where what is learned will be clearer and more meaningful to them, more helpful to them in solving their own problems. This, after all, is the desired outcome of public school education.

Materials chosen for use in this study were selected on the basis of educational value according to the criteria previously stated. Three hundred ninety-one organizations supplied information which was tabulated and reported in this study. The writer is indebted to these organizations for their cooperation.¹

¹See Appendix, pp. 122-130.

CHAPTER IV

AVAILABILITY OF INDUSTRY-SPONSORED VISUAL MATERIALS

Many of the items listed in this section provide general information of scientific, cultural, or historical value and have no specific relation to the sales interest of the firms producing them. Other items pertain to the products of the particular firms or associations which have prepared them for distribution. It is naturally to be expected that materials relating to sales products will set forth the producers' claims in somewhat the fashion of advertising. However, of the materials reviewed for this study, less than 5 per cent was discarded as being heavily weighted with advertising. The listing in this report does not constitute an endorsement of any product. There is, therefore, the need for discriminatory consideration on the part of teachers.

Upon questioning numerous organizations as to why they prepare, promote, and distribute free teaching materials, they conclude with such purposes as these:

1. To serve the needs of teachers and students as best we can within the limits of our own objectives, which is the immediate or eventual sale of goods or services.¹

¹Letter from W. L. Hickie, Educational Director, Buescher Band Instrument Company, Elkhart, Indiana, September 3, 1954.

2. To foster good will.¹
3. To promote an appreciation of our accomplishments and an understanding of our problems.²
4. To sell more products or services.³

Who is responsible for the preparation of these aids? Persons who are recognized as authorities in particular subject areas or specialized fields, the educators in communities where the sponsors are located, a number of commercial companies, and several other organizations are set up to help business in one way or another on the planning, production, and distribution of free teaching aids.

Business employs a variety of means in presenting information to teachers and students through sponsored teaching materials. The three most commonly used means of materials represented in this study are booklets, leaflets, and charts.

There is evidence that not hundreds but thousands of business firms and associations prepare materials which they regard as teaching aids and which they make available

¹Letter from Alma Deane Fuller, Educational Director, American Forest Products, Inc., Washington, D. C., September 23, 1954.

²Letter from John Edgar Hoover, Director, Federal Bureau of Investigation, Washington, D. C., October 8, 1954.

³Letter from Nathan Keats, Vice President, Brand Names Foundation, Inc., New York, New York, September 8, 1954.

as such. The activity varies in intensity from that of the local, independent merchant who produces a single leaflet for distribution within his own community to that of the large corporation or association which has an educational department that produces teaching materials.

There is a wealth of free materials available, but many teachers have only a vague notion where they are. The following guide will help the administrator, teacher, or student in effectively requesting materials from industries and organizations:

1. The request for materials should be made by teacher, principal, or superintendent.
2. Only school stationery should be used.
3. Order only enough to meet immediate needs.
4. Return borrowed materials when agreed upon, thereby insuring efficient use by others.
5. A brief evaluation of the materials should be sent to the sponsor to help in the preparation of better materials.

The materials are free of cost and available in classroom quantities unless otherwise indicated. Only items considered as exceptional instructional materials, judged by the standards for selection suggested in Chapter III, are listed in this report.

AGRICULTURE

American Curriedale Association, Inc.
108 Parkhill Avenue
Columbia, Missouri

Complete listing of booklets available on the
subject of sheep and wool.

American Hereford Association
Public Relations Department
300 West 11th Street
Kansas City, Missouri

Packet of materials including a hereford photograph
album available.

American Potash Institute, Inc.
1155 16th Street, N. W.
Washington, D. C.

16x21 inch charts: CORN STARVATION SYMPTOMS, PLANT-
FOOD UTILIZATION, POTASH-STARVED LEGUMES.

J. I. Case Company
Advertising Department
Racine, Wisconsin

PAGEANT OF PROGRESS--This booklet is intended to be
a guide to the movie with the same title, available
from this company. It presents the historical
development of plows, threshing machines, and
tractors.

College of Agriculture
University of Illinois
Urbana, Illinois

VO-AG AIDS--This catalog contains a listing of
numerous displays and materials available relating
to the subject of agriculture.

Farm Credit Administration
Washington 25, D. C.

Catalog of publications available. Numerous items
listed are usable in vocational agriculture classes.

International Harvester Company
Educational Services
180 North Michigan Avenue
Chicago 1, Illinois

LAND OF PLENTY--This booklet describes the progress of farming, from muscles to motors.
YOUR FARM EQUIPMENT--This booklet explains the proper care of farm equipment.

The National Fertilizer Association
616 Investment Building
Washington 5, D. C.

THE CONQUEST OF HUNGER--A color comic pointing out the importance of chemicals to the soil.
HOW TO TAKE A SOIL SAMPLE--This is a descriptive booklet.
ORGANIC MATTER--THE LIFE OF THE SOIL--This is a descriptive booklet.
MINERAL HUNGER IN LIVESTOCK--This is a descriptive booklet.

The Purebred Cattle Association
Columbus 5, Ohio

DAIRY COW SCORE CARD--8 $\frac{1}{2}$ x 11 inches.

Swift & Company
Public Relations Department
Union Stock Yards
Chicago 9, Illinois

THE STORY OF MEAT ANIMALS--This booklet is designed for use in the elementary grades. Excellent material.
THE STORY OF DAIRY ANIMALS--This booklet explains the importance of dairy products as well as lists the states leading in production of dairy products. Excellent material.
THE STORY OF POULTRY--This booklet gives a complete, easily understood description, from egg to fowl. Excellent material.

United States Department of Agriculture
Office of Information
Washington 25, D. C.

Catalog of publications available.

AIR CONDITIONING

Carrier Corporation
300 South Geddes Street
Syracuse 1, New York

The material from this organization is on the adult level but may be geared to the understanding of young children. Catalog of materials available.

ALABAMA

Bureau of Publicity and Information
State Capitol Building
Montgomery 5, Alabama

Packet of booklets and maps available.

ALASKA

U. S. Department of Interior
Office of Territories
Washington 25, D. C.

ALASKA--This leaflet describes the history, people, climate, and resources of Alaska.

ALASKA, 1952-1953--This booklet gives a fairly complete description of the people, climate, and resources of Alaska.

ALCOHOL EDUCATION

National Women's Christian Temperance Union
1730 Chicago Avenue
Evanston, Illinois

A complete listing of booklets, slide films, and motion pictures available.

ALUMINUM

Aluminum Company of America
Educational Service Section
818 Alcoa Building
Pittsburgh 19, Pennsylvania

A complete listing of materials available. Many excellent items.

Reynolds Metals Company
Editorial Services
2500 South Third Street
Louisville 1, Kentucky

THE A-B-C's OF ALUMINUM--This booklet contains information on the history, production, and uses of aluminum.

AMERICA

National Association of Manufacturers
2 East 48th Street
New York 17, New York

SONG OF AMERICA--This booklet explains the meaning of the song, "America."

OUR LAND - OUR SPIRIT--This booklet presents some startling information regarding erosion.

AMERICAN SAMOA

U. S. Department of Interior
Office of Territories
Washington 25, D. C.

AMERICAN SAMOA--This descriptive leaflet tells about Samoa, an unorganized territory of the United States.

APPLES

National Apple Week Association, Inc.
1302 18th Street, N. W.
Washington 6, D. C.

ALL ABOUT APPLES--This booklet includes information on types, origin of name, and the like.

ARIZONA

Chamber of Commerce
Phoenix, Arizona

Packet of booklets and maps available.

ARKANSAS

Arkansas Publicity and Information Department
162 State Capitol
Little Rock, Arkansas

Packet of booklets and maps available.

ART

The American Crayon Company
Educational Service
Sandusky, Ohio

EASY WAYS TO PAINT FABRICS--Descriptive booklet.
WINNING ART IDEAS--This folio contains suggestions
for unique art projects.

American Reedcraft Corporation
417 Lafayette Avenue
Hawthorne, New Jersey

Catalog of inexpensive materials available.

Binney & Smith Company
Advertising Manager
380 Madison Avenue
New York 17, New York

CREATIVE CRAFTS WITH CRAYOLA--This booklet contains
instructions for making gifts, games, and the like.
FINGER PAINTING--This booklet contains complete
instructions on the preparation of the paint, the
type of paper to be used and suggested designs.

Eugene Dietzgen
2425 N. Sheffield Avenue
Chicago 14, Illinois

USE AND CARE OF DRAWING INSTRUMENTS--This illustra-
tive booklet is especially prepared for children in
the elementary and junior high grades.
LETTERING CHART--3 x 7½ inches, showing the funda-
mental strokes in lettering.

The Handcrafters
Waupun, Wisconsin

Catalog of inexpensive craft materials available.

Libbey-Owens-Ford Glass Company
608 Madison Avenue
Toledo 3, Ohio

Set of ten water colors by Joseph W. Jicha,
portraying American life; 14 x 17 inches. One
set per school.

National Soap Sculpture Committee
160 5th Avenue
New York 10, New York

Fifty-piece loan exhibit of soap sculpture.
SOAP CARVING--This booklet describes how simple
objects may be made by all children.

Simonds Saw and Steel Company
Advertising Department
470 Main Street
Fitchburg, Massachusetts

Information regarding the care and use of
circular saws and files may be obtained from
this company.

South Bend Lathe Works
South Bend 22, Indiana

Booklets relating to the operation of different
woodworking machines available.

Weber Costello Company
Advertising Department
Chicago Heights, Illinois

HOW TO USE PASTEL CHALK
FINGER PAINTING
HOW TO USE THE CHALKBOARD

These are advertising materials but serve as good
reference material to the teacher.

X-Acto, Inc.
48-41 Van Dam Street
Long Island City 1, New York

Hobby booklets on the following subjects available:
WHITTILING
INDIAN BEADCRAFT
MODEL PLANES

AUSTRIA

Austrian Information Service
31 East 69th Street
New York 21, New York

Forty-eight by thirty inch colored map of the products of Austria.

AUSTRIA--This booklet contains information on the geography, history, government, culture, and economy.

AUSTRALIA

Australian News & Information Bureau
636 Fifth Avenue
New York 20, New York

A LOOK AT AUSTRALIA--A most useful booklet which compresses into a few pages the Australian story from January, 1788, when the first settlers reached Sydney, until the present day. Excellent material.

FACTS AND FIGURES--This official account of the Australian economy and administration is issued quarterly. Excellent.

AUSTRALIA IN BRIEF--This is a small pocket-sized booklet, posing one hundred questions on phases of the Australian way of life and answering them simply. Excellent material.

AUSTRALIAN ANIMALS AND BIRDS--This brochure describes many of Australia's strange and most appealing birds and animals.

BIRD AND ANIMAL POSTER--This poster has twelve pictures of the kangaroo, platypus, koala, and other animals and birds of Australia. Excellent material.

AUSTRALIA: NATURAL AND INDUSTRIAL RESOURCES--Wall map, 23 x 32 inches, in color, illustrating Australia's principal climatic zones, and details of industries and resources in all areas. Excellent.

AUSTRALIAN WILDFLOWERS--This brochure illustrates some of Australia's most interesting and attractive wildflowers. The materials supplies by this organization are excellent.

AUTOMOBILES

Automobile Manufacturers Association
Public Relations Department
320 New Center Building
Detroit 2, Michigan

A BIBLIOGRAPHY OF AUTOMOTIVE LITERATURE--This booklet contains a listing of books about the automotive industry.

A CAR TRAVELING PEOPLE--An illustrated booklet on how the automobile has changed the lives of Americans.

A CHRONICAL OF THE AUTOMOTIVE INDUSTRY--A chronological listing of automotive historical facts.

AUTOMOBILE FACTS AND FIGURES--Annual fact book on automobile production and use, highway data, and the like.

HORSES TO HORSEPOWER--This booklet explains the effect of the truck on American living.

THE WORK CARS DO--This booklet contains highlights of a national survey on how Americans use their automobiles.

WHAT IT TAKES TO MAKE YOUR CAR--This booklet describes automotive production.

General Motors Corporation
Department of Public Relations
Post Office Box 177 - North End Station
Detroit 2, Michigan

Catalog of materials available.

International Harvester Company
Educational Services
180 North Michigan Avenue
Chicago 1, Illinois

HISTORICAL FACTS ABOUT EARLY INTERNATIONAL HARVESTER AUTOMOTIVE VEHICLES--This booklet contains highly technical information but the pictures are excellent.

AVIATION

Aircraft Industries Association
610 Shoreham Building
Washington 5, D. C.

OUR JETS--This booklet contains pictures and information on each type of jet.

U. S. AVIATION TODAY--This booklet contains complete information on more than fifty United States' planes and engines produced during the fiftieth anniversary year of flight.

FLIGHT--This booklet describes aviation's first fifty years through the use of sketches.

HELICOPTER FACTS--This booklet gives a complete description of how the helicopter operates, what it can do, and what it means to a community.

JETS--This booklet gives a complete description of how a jet operates, what it can do, and what it means to a community.

LOOK TO THE SKY--This is a picture booklet of aviation for boys and girls with questions to discuss.

FIFTY YEARS OF AVIATION PROGRESS--This booklet presents background information on aviation's first fifty years.

Beech Aircraft Corporation
Public Relations Department
Wichita 1, Kansas

Ten by eight inch glossy picture of model B-50 Twin-Bonanza Beechcraft. Numerous pamphlets and pictures usable as reference material. Send for a complete listing of materials available.

Boeing Airplane Company
Advertising Department
Seattle 14, Washington

Catalog of materials available.

Delta-C & S Air Lines
Information Services
Municipal Airport
Atlanta, Georgia

THE STORY OF HOW AN AIRLINE OPERATES

Nineteen by thirteen inch posters showing actual pictures of different planes in color.

Pan American World Airways
Educational Director
28-19 Bridge Plaza North
Long Island City 1, New York

Complete listing of materials available.

Trans World Airlines
Education Department
10 Richards Road
Kansas City 6, Missouri

AVIATION IN THE ELEMENTARY GRADES--This packet of materials is designed for use by elementary teachers.

TIME AND PLACE: AVIATION FOR SECONDARY SCHOOLS--This packet of materials is designed for secondary teachers and the material is suitable for study by junior and senior high school students.

United Air Lines
School and College Service
5959 S. Cicero Avenue
Chicago 38, Illinois

MIKE AND NANCY TAKE A FLIGHT--This is a reader usable in the elementary grades.

HISTORY OF PLANES--Sixteen pictures, $8\frac{1}{2}$ x 11 inches.

HISTORY OF MAIL--Sixteen pictures, $8\frac{1}{2}$ x 11 inches.

Complete listing of materials and services available.

U. S. Department of Commerce
Civil Aeronautics Administration
Washington 25, D. C.

AVIATION EDUCATION SOURCES--This booklet contains a listing of free and low cost materials.

BEES

G. B. Lewis Company
P. O. Box 377
Watertown, Wisconsin

PICTURE STORY OF HONEY PRODUCTION--This booklet contains a most interesting story of honey production. Twenty copies per teacher.

BELGIUM

Belgian Government Information Center
630 Fifth Avenue
New York 20, New York

Numerous publications available on the Belgium Congo. Send for a complete listing.

Official Belgian Tourist Bureau
422 Madison Avenue
New York 17, New York

A CHRONOLOGY OF BELGIAN HISTORY--This is a date line of historical events in Belgium. Complete listing of materials available.

BERMUDA

Bermuda Trade Development Board
620 Fifth Avenue
New York 20, New York

Packet of booklets and maps available.

BICYCLE

Aetna Life Affiliated Companies
Public Education Department
Hartford 15, Connecticut

FUN ON WHEELS--This booklet contains information on bicycle safety and care. Excellent material.

Bicycle Institute of America, Inc.
122 East 42nd Street
New York 17, New York

Send for a complete listing of posters, leaflets, and booklets available.

Lumbermen's Mutual Casualty Company
Public Relations Department
Mutual Insurance Building
Chicago 40, Illinois

BIKES--This booklet describes bicycle safety and care.

BIOGRAPHY

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

STEPHEN DAYE--This booklet contains a brief story of the life and work of Stephen Daye. Excellent material.

General Electric Company
Public Relations Department
One River Road
Schenectady 5, New York

EDISON AND ELECTRICITY--This booklet contains a condensed biography of Thomas Edison, relating some of his many contributions to science and to better living. Excellent material.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

THOMAS A. EDISON--BENEFACTOR OF MANKIND--This booklet contains a brief story of the life and work of Thomas A. Edison. Excellent material.

Thomas A. Edison, Incorporated
Advertising Department
Storage Battery Division
West Orange, New Jersey

EDISON--INSPIRATION TO YOUTH--This booklet contains the life and work of Edison in pictorial form.
EDISON AND HIS STORAGE BATTERY--This booklet describes the development of the storage battery by Edison.

University of Pittsburgh
Office of the Curator of the Foster Hall Collection
Pittsburgh 13, Pennsylvania

SONGS OF STEPHEN FOSTER--This book is full of pictures and stories of events in the life of this musician. It also contains over fifty of his compositions. Fifty copies per school. Excellent material.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

BENJAMIN FRANKLIN--This booklet contains a brief story of the life and work of Benjamin Franklin. Excellent.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

JOHN HANCOCK--This booklet contains a brief story of the life of John Hancock. Excellent material.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

JOHN PAUL JONES--This booklet contains a brief story
of the life of John Paul Jones. Excellent material.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

ROBERT E. LEE--This booklet contains a brief story
of the life and work of Robert E. Lee.

The Lincoln National Life Insurance Company
Personal Service Bureau
Fort Wayne, Indiana

LINCOLN BOOKLET SERIES--One set per school:
ABRAHAM LINCOLN--A CONCISE BIOGRAPHY
LITTLE KNOWN LINCOLN HUMOR
LITTLE KNOWN LINCOLN EPISODES
LITTLE KNOWN FACTS ABOUT THE GETTYSBURG ADDRESS
LITTLE KNOWN FACTS ABOUT THANKSGIVING AND
LINCOLN'S PROCLAMATION
LITTLE KNOWN BOYHOOD ADVENTURES OF ABRAHAM
LINCOLN
SCOUT LINCOLN
LINCOLN'S DIVERSIFIED OCCUPATIONS
COLLECTING LINCOLN PENNIES
LINCOLN'S POLITICAL PHILOSOPHY
THREE LINCOLN MOTHERS
LINCOLN, THE POSTMAN
LINCOLN COMMEMORATIVE STAMPS
LINCOLN AND THANKSGIVING DAY

Thirteen by eight inch facsimile of Lincoln's
"Gettysburg Address."

All materials from this organization are excellent.

Horace Mann Insurance Companies
216 E. Monroe Street
Springfield, Illinois

HORACE MANN--This booklet contains a brief story of
the life and work of Horace Mann.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

ROBERT MORRIS--This booklet contains a brief story
of the life of Robert Morris. Excellent.

Revere Copper and Brass Incorporated
230 Park Avenue
New York 17, New York

PAUL REVERE--This booklet contains a brief story of the life of Paul Revere.

PAUL REVERE HISTORICAL PRINTS--Four 12 x 11 inch colored prints. Excellent material.

General Electric Company
Public Relations Department
One River Road
Schenectady 5, New York

STEINMETZ: LATTER DAY VULCAN--This booklet presents the story of Charles Proteus Steinmetz, an immigrant who rose to acclaim as a mathematical wizard and creator of man-made lightning. Excellent.

John Hancock Mutual Life Insurance Company
Boston, Massachusetts

GEORGE WASHINGTON--This booklet contains a brief story of the life and work of George Washington. Excellent.

Woodrow Wilson Foundation
45 East 65th Street
New York 21, New York

THE STORY OF WOODROW WILSON--This booklet contains a brief story of the life and work of Woodrow Wilson. Excellent.

BIRDS

Church & Dwight Company, Inc.
70 Pine Street
New York 5, New York

Series of two packets containing fifteen realistic colored prints in each. Three by two inches with description on back of each card. Excellent material.

Dwinell-Wright Company
68 Fargo Street
Boston 5, Massachusetts

BIRD BOOK--Contains twenty-four pages of colored pictures and a description of each bird. Excellent material. One copy per building.

The R. T. French Company
One Mustard Street
Rochester 9, New York

ALL ABOUT YOUR CANARY--This booklet contains thirty-six beautifully colored plates and information on the care of canaries.

PARRAKEETS ARE FUN!--This booklet contains information on the care and feeding of parrakeets.

BLOOD

The American National Red Cross
Office of Publications
Washington 13, D. C.

TEACHER'S KIT on blood information. This packet of materials includes posters, booklets, and pictures. Exceptionally well presented materials.

BRAZIL

Brazilian Government Trade Bureau
551 Fifth Avenue
New York 17, New York

FACTS ABOUT BRAZIL--This booklet contains information on the government, history, geography, and cultural activities of Brazil.

BREAD

American Institute of Baking
Consumer Service Department
400 E. Ontario Street
Chicago 11, Illinois

INFORMATION ON BREAD AND FLOUR ENRICHMENT--This folder contains ten questions and answers on the subject of bread and flour enrichment.

Continental Baking Company, Inc.
Home Economics Department
630 5th Avenue
New York 20, New York

THE STORY OF A LOAF OF BREAD--This workbook contains pictures and different types of seatwork for children in the primary grades.

BREAD TO HELP BUILD STRONG BODIES--This is a workbook designed for use in the intermediate grades.

BRITAIN

British Information Services
30 Rockefeller Plaza
New York 2, New York

Catalog of materials available.
Have your name placed on the mailing list for periodicals from this organization.

CALIFORNIA

Sacramento Chamber of Commerce
Sacramento, California

Packet of printed material, pictures, and maps available.

CAMERAS

Argus Cameras, Inc.
Sales Service Division
Ann Arbor, Michigan

HOW CAMERAS ARE MADE--This is a pictorial story of the intricate process of making a camera.

Bell & Howell Company
7100 McCormick Road
Chicago 45, Illinois

Listing of materials available.

CANADA

Canadian Embassy
1746 Massachusetts Avenue, N. W.
Washington, D. C.

CANADIAN HANDICRAFTS

CANADA IN PICTURES--This booklet pictorially gives one a general idea of Canada. It includes information on national emblem, coat of arms, and the like.

THE CANADIAN RED ENSIGN--This booklet contains information about the flag.

Thirty-six by twenty-five inch colored map of Canada.

Canadian Government Travel Bureau
67 College Street
Ottawa, Canada

Thirty-six by twenty-two inch highway map of Canada and northern states.

HOT MINERAL SPRINGS IN CANADA'S NATIONAL PARKS

RECIPE BOOK--This booklet contains different recipes from all the provinces.

HOW TO ENTER CANADA--Information booklet for visitors.

CATTLE (See AGRICULTURE)

CEMENT

American Education Publications
400 South Front Street
Columbus 15, Ohio

THE CEMENT STORY--This booklet presents in an easily understandable manner, the composition and uses of cement.

CHEESE

Krafts Foods Company
Consumer Service Department
500 Peshtigo Court
Chicago 90, Illinois

THE WORLD OF CHEESE--This booklet contains information on the history, kinds, and nutritional value of cheese.

CHICKENS (See AGRICULTURE)

CHINA

The China Society of America
125 East 65th Street
New York 21, New York

CHINA AND WHAT CHINA PRODUCES--This booklet contains some very fine material on this subject.

CHOCOLATE

The Nestle Company, Inc.
Department of Home Economics
2 William Street
White Plains, New York

THE HISTORY OF CHOCOLATE AND COCOA--This is a descriptive booklet.

FAVORITE COOKIES FROM OTHER LANDS--This booklet contains numerous unique recipes.

CLUBS

Boy Scouts of America
Visual Education Service
2 Park Avenue
New York 16, New York

Visual aids catalog available.

Camp Fire Girls, Inc.
National Public Relations Director
16 East 49th Street
New York 17, New York

CAMP FIRE GIRLS--PURPOSE AND PROGRAM--This booklet describes the basic program of this organization.

Girl Scouts of the United States of America
155 East 44th Street
New York 17, New York

Visual aids catalog available. Many free and inexpensive items listed.

Nehi Corporation
Columbus, Georgia

HOW TO ORGANIZE A TEEN AGE CLUB--This booklet offers a wealth of good suggestions.
SUGGESTED CONSTITUTION AND BY-LAWS FOR YOUTH ORGANIZATIONS--This booklet contains some very fine material on this subject.

Victor Animatograph Corporation
Advertising Manager
Davenport, Iowa

STUDENT OPERATED PROJECTIONIST CLUB--This booklet contains some worth-while suggestions on this subject.

CLOTH

Pepperell Manufacturing Company
160 State Street
Boston 2, Massachusetts

THE MAGIC OF TEXTILES--This booklet shows the steps in the preparation of cloth, from the picking of cotton to the finished products.

COAL

Bituminous Coal Institute
Educational Department
Southern Building
Washington 5, D. C.

Send for a complete listing of materials, including displays, available. The materials are of excellent quality. Official order blank is enclosed with catalog of materials.

Koppers Company, Inc.
Public Relations Department
Pittsburgh 19, Pennsylvania

Twenty-two by seventeen inch chart--COAL CARBONIZATION AT A GLANCE

Sinclair Coal Company
114 W. Eleventh Street
Kansas City 6, Missouri

COAL, WORLD'S GREATEST TREASURE--This booklet contains a series of magazine advertisements revealing the amazing importance of coal in daily lives.
THE GENIE STORY--A comic book dealing with material on the uses of coal.
OUR LAND, OUR SPIRIT--This booklet shows how land must be cared for after mining operations or erosion will ruin the land.

COFFEE

Brazilian Government Trade Bureau
551 Fifth Avenue
New York 17, New York

THE LITERARY TRADITION OF COFFEE--This booklet describes the development of coffee.
A TWO-WAY STREET BETWEEN THE AMERICAS--A statistical report on the coffee industry.
COFFEE--This leaflet is a botanical study of the coffee plant.
HOW COFFEE CAME TO AMERICA AND ITS PART IN AMERICAN HISTORY--FACTS ABOUT COFFEE--This is a descriptive booklet about the coffee industry and the procedures for exporting it.

Pan-American Coffee Bureau
Educational Department
120 Wall Street
New York 5, New York

COFFEE--Excellent material for children, including map work, music, crafts, art, and the like of Latin America.
HOW TO MAKE GOOD COFFEE--Forty by twenty-six inch chart.
A TWO-WAY STREET BETWEEN THE AMERICAS--Twenty-five by forty inch colored chart. The materials this organization provides are very fine.

COLORADO

Denver Chamber of Commerce
1301 Welton Street
Denver, Colorado

Packet of booklets and maps available.

CONNECTICUT

Hartford Chamber of Commerce
Hartford, Connecticut

Packet of printed material, pictures, and maps
available.

CONSERVATION

American Plant Food Council
Director of Information
910 17th Street, N. W.
Washington 6, D. C.

OUR LAND AND ITS CARE--This booklet explains the
procedures to follow in preventing soil erosion.
Valuable statistics are presented.

The Garden Club of America
Conservation Committee
15 E. 58th Street
New York 22, New York

THE WORLD AROUND YOU--This packet contains a
natural resources study guide, questionnaires,
charts, and numerous items on conservation.
Excellent materials. Limit one per school.

J. I. Case Company
Advertising Department
Racine, Wisconsin

IT'S YOUR TOP SOIL--This booklet describes how
erosion ruins the land and offers suggestions
regarding what to do about it.

DOWN THE RIVER--This booklet explains how water
may steal the soil that feeds the people.

CREED OF THE SOIL CONSERVATIONIST--Eight and one-
half by eleven inch poster. Excellent.

National Audubon Society
1130 Fifth Avenue
New York 28, New York

List of publications available. This organization
provides many worth-while inexpensive materials.

National Wildlife Federation
 Servicing Division
 232 Carroll Street, N. W.
 Washington, D. C.

Conservation Leaflet Series:

CONSERVATION OR ELSE!

WAKE UP AMERICA!

SONG BIRDS

MAMMALS

UPLAND GAME BIRDS, WATER FOWL, AND SHORE BIRDS

MARINE FISH, FRESH WATER FISH

WILD FLOWERS

SOIL, WATER AND YOU

POLLUTION

LIST OF STATE TREES, BIRDS AND FLOWERS

SAVE AMERICA--This is a series of booklets containing thirteen approaches to conservation.

United States Department of Agriculture
 Forest Service
 Division of Information and Education
 Washington, D. C.

MATERIALS TO HELP TEACH FOREST CONSERVATION

WHAT THE FORESTER DOES FOR WILDLIFE

HOW MAN STARTS NEW FORESTS

SUGGESTIONS FOR INTEGRATING FORESTRY IN THE MODERN CURRICULUM

RANGER 'RITHMETIC--This booklet contains problems that sixth grade children enjoy working out. Excellent.

FOREST INSECTS AND DISEASE

THE BIG THREE--A play on water, grass, and trees, usable in the elementary grades.

WHAT WE GET FROM TREES--Forty by forty-eight inch chart of products from trees. Excellent.

HOW A TREE GROWS--Sixteen by twenty-one inch poster illustrating the different part of a tree. Excellent.

COPPER

Copper and Brass Research Association
 420 Lexington Avenue
 New York 17, New York

ROMANTIC COPPER--MAN'S OLDEST AND MOST USEFUL METAL--

This booklet describes the development in mining and uses for copper.

CORK

Armstrong Cork Company
News Bureau
Lancaster, Pennsylvania

THE STORY OF CORK--This booklet contains information on the properties of cork and a description of its many uses.

THE STORY OF LINOLEUM--This booklet describes the production procedure of linoleum.

CORN

Funk Brothers Seed Company
Belle Plaine, Iowa

THE GREAT STORY OF CORN--This booklet presents the story of corn in a most interesting manner. Excellent material.

Iowa Development Commission
708 Central National Building
Des Moines, Iowa

CORN--This booklet contains information on corn products and their uses.

COTTON

Bibb Manufacturing Company
Director of Sales Development
Macon, Georgia

THE STORY OF COTTON--This booklet describes the process of producing textiles. Well illustrated.

Cluett, Peabody & Company, Inc.
Advertising Department
10 East 40th Street
New York 16, New York

THE STORY OF COTTON--This booklet includes statistics of cotton production, exporting, weaving, dyeing, and the like.

Department of Agriculture & Immigration
 Immigration Division
 541 St. Ann Street
 New Orleans 16, Louisiana

A BRIEF DISCUSSION OF THE HISTORY OF COTTON, ITS
 CULTURE, BREEDING, HARVESTING AND USES--Excellent.
 Sample of cottonball, cottonseed, and lint of
 cotton are available.

National Cotton Council of America
 P. O. Box 18
 Memphis 1, Tennessee

Write for a catalog of educational material on
 cotton and cotton products. Very complete.

Pacific Mills
 Promotion Department
 1407 Broadway
 New York 18, New York

List of publications available.

DECLARATION OF INDEPENDENCE

John Hancock Mutual Life Insurance Company
 200 Berkeley Street
 Boston 17, Massachusetts

FRAMING THE DECLARATION OF INDEPENDENCE--This book-
let contains an excellent background story of the
Declaration of Independence.

DELAWARE

Delaware State Chamber of Commerce, Inc.
 1112-14 King Street
 Wilmington, Delaware

A SURVEY OF THE INDUSTRIAL ADVANTAGES OF THE PORT
AND CITY OF WILMINGTON ON THE DELAWARE--This is a
very usable statistical survey.
MAP OF WILMINGTON AND VICINITY--Sixteen by Seventeen
inches.

DELAWARE--This booklet contains descriptions and
pictures of the historical landmarks of this state.

DENMARK

Danish Information Service
588 Fifth Avenue
New York 36, New York

DENMARK--A folder containing travel information.

DICTIONARY

Funk & Wagnalls Company
153 East 24th Street
New York 10, New York

HOW WORDS GET INTO THE DICTIONARY--This is a descriptive booklet.

DICTIONARY STUDY BOOK--This is a descriptive study booklet. All ages will find it useful.

G. & C. Merriam Company
Educational Department
Springfield 2, Massachusetts

QUIZ AND PICTURE GAME--All ages will find this interesting.

OUR CHANGING LANGUAGE--This is a descriptive booklet.

INTERESTING ORIGINS OF ENGLISH WORDS--All ages will find this booklet interesting.

EARS

American Hearing Society
817 14th Street, N. W.
Washington 5, D. C.

Send for a complete listing of inexpensive publications.

John Hancock Mutual Life Insurance Company
Health Education Service
200 Berkeley Street
Boston 17, Massachusetts

EYES THAT SEE AND EARS THAT HEAR--This booklet describes how to preserve eyesight and hearing.

ELECTRICITY

General Electric Company
Public Relations Department
One River Road
Schenectady 5, New York

THE ROMANCE OF ELECTRICITY--This booklet contains the story of electricity through the ages. It tells how electricity is generated, how it is measured, and how it is moved from source to customer. Excellent.

NETWORK OF POWER--This is the story of America's great network of power transmission and distribution systems, which bring light and power to homes, farms, schools, and factories across the land, and without which, this would still be a horse-and-buggy age. Excellent.

ADVENTURE INTO THE PAST--The early American ancestors took the need for muscle and animal power for granted; there was no better way. Similarly, many seem to take the electrical servants for granted. This is a fascinating study in contrasts between new and old. Excellent.

ELECTRICITY AROUND US--Reminding the reader that once slave raiders prowled the seas, that all work was done by main strength, the teacher encourages his class to compile a list of a hundred different things around the house that depend on electricity.

THE STORY OF LIGHT--Since prehistoric times, men have searched for better ways to light their homes. This is the story of that never ending quest, with particular emphasis on the work of Edison and an explanation of how incandescent and fluorescent lamps operate. Excellent.

ELECTRICITY IN RAILROADING--In 1801, a man named Leiper, showed that wheels roll more easily on a track. This booklet traces the development of rail power from that year until the present, showing how the magic of electricity created a "revolution on rails." Excellent.

LAND OF PLENTY--It is to two prime forces that America owes its greatness--freedom and power. This is the story of two refugee children who see these forces at work in startling contrast with forces of suppression so rampant in their fatherland. Excellent.

A STORY OF ELECTRONICS--The electronic tube is the foundation of radio, radar, and television. This booklet explains the why's and how's of the electronic tube and television. Excellent.

ADVENTURES INSIDE THE ATOM--This booklet is written and drawn in collaboration with nuclear scientists, and it makes such difficult concepts as atomic structure and nuclear fission clear and fascinating. Excellent.

ADVENTURES IN JET POWER--This booklet presents a graphic explanation of jet propulsion, and of the latest prime mover, the gas turbine. Excellent.

X-RAYS IN MEDICINE, INDUSTRY, AND SCIENCE--This booklet contains the story of the invisible ray, from its discovery in 1895 to its present uses in finding and correcting causes of illness, in searching for hidden flaws in metals, and in smashing atoms. Excellent.

EMPIRE STATE BUILDING

Empire State Observatories
Business Promotion Manager
New York, New York

WORLD WONDERS--This booklet contains descriptions and pictures of great towers throughout the world. Excellent.

FACTS AND FIGURES ABOUT THE EMPIRE STATE BUILDING--This is a descriptive booklet.

ENCYCLOPEDIA

Field Enterprises, Inc.
Educational Division
Merchandise Mart Plaza
Chicago 54, Illinois

HOW TO USE AN ENCYCLOPEDIA--This is a manual designed for teachers with the intent to aid pupils in quick and efficient use of encyclopedias. A wealth of tear sheets on numerous subjects available. Send for a complete listing.

EYES

Better Vision Institute, Inc.
630 5th Avenue
New York 20, New York

WHY WE SEE LIKE HUMAN BEINGS--This booklet presents the story of life's greatest treasure, the human eye. Excellent.

John Hancock Mutual Life Insurance Company
Health Education Service
200 Berkeley Street
Boston 17, Massachusetts

EYES THAT SEE AND EARS THAT HEAR--This booklet describes how to preserve eyesight and hearing.

EXPLOSIVES

Institute of Makers of Explosives
250 East 43rd Street
New York 17, New York

BLASTING CAPS ARE DANGEROUS!--This is a series of discussion sheets to accompany the BLASTING CAP SAFETY POSTERS. Excellent material.

FEDERAL BUREAU OF INVESTIGATION

United States Department of Justice
Federal Bureau of Investigation
Washington 25, D. C.

SERVICES OF THE F. B. I. LABORATORY--This is a descriptive booklet.

THE STORY OF THE FEDERAL BUREAU OF INVESTIGATION--

The purpose of this booklet is to acquaint the youth of America with the work of the F. B. I.

FINLAND

Legation of Finland
1900 Twenty-Fourth Street, N. W.
Washington 8, D. C.

FINLAND PICTORIAL--This is a periodical, touching on such subjects as the people, sports, climate, and resources of Finland.

PRODUCTS MAP OF FINLAND--Nineteen by thirty-three inches.

FIRE PREVENTION WEEK--October 3 to 9

The National Board of Fire Underwriters
Public Relations Department
85 John Street
New York 38, New York

THE SO BUSY FIRE CHIEF AND POLLY THE FIRE BIRD--This is a comic booklet on fire safety.
TOMMY JACKSON, JUNIOR FIREMAN--This is a comic booklet designed for use in the primary grades.
FIRE PREVENTION WEEK POSTER--Seventeen by twenty-two inches.
FIRE PREVENTION WEEK STICKER--Two by two inches.

FLAG

Veterans of Foreign Wars of the United States
Americanism Department
34th and Broadway
Kansas City 11, Missouri

THE FLAG--Sixty-five questions and answers about the United States flag.
FLAG CODE--This booklet explains Public Law 829 which prescribes proper display of the flag. One per teacher.
TEN SHORT STORIES ABOUT THE STARS AND STRIPES--This booklet contains information on the origin and proper display of the flag. Limit one per teacher.

FLORIDA

Department of Publicity & Convention
City Hall
Miami, Florida

Packet of maps and booklets available.

FRANCE

French Cultural Counsellor
972 Fifth Avenue
New York, New York

WHAT ABOUT FRANCE--This booklet includes information about the resources and industries of France.

THE FRENCH UNION--This booklet includes information on political and administrative structure of the French Government.

FRANCE--This booklet contains information on the people, economical and cultural life of the French.

GEOGRAPHY

Weber Costello Company
Advertising Department
Chicago Heights, Illinois

GEOGRAPHY IN THE SOCIAL STUDIES--This booklet contains several suggested units showing how modern maps may be used for the teaching of geography in the classroom.

GEOLOGY

Your State Agricultural College

Displays containing locally found minerals available from your state agricultural college. One set per school and payment of postage.

United States Department of Interior
Bureau of Mines
Washington 25, D. C.

Catalog of materials available.

GEORGIA

Georgia Department of Commerce
100 State Capitol
Atlanta, Georgia

Packet of booklets and maps available.

GLASS

Libby-Owens-Ford Glass Company
Public Relations Department
Toledo 3, Ohio

ALADDIN WAS AN AMATEUR--This booklet contains the history of glass in America.

THE STORY OF GLASS--This leaflet contains the history of glass in different countries.

THE STORY OF GLASS--This booklet tells the complete story of the types and process of manufacturing glass.

Pittsburgh Plate Glass Company
Special Activities Section
632 Fort Duquesne Boulevard
Pittsburgh 22, Pennsylvania

THE ROMANCE OF GLASS--This booklet contains a description of the characteristics and uses of glass.

GRASS

Swift & Company
Public Relations Department
Union Stock Yards
Chicago 3, Illinois

THE STORY OF GRASS--This booklet explains the importance of grass. Designed for use in the elementary grades. Excellent.

GUAM

U. S. Department of Interior
Office of Territories
Washington 25, D. C.

GUAM--This leaflet contains information on the history, people, government, and resources of this island.

GUNS

O. F. Mossberg & Sons, Inc.
131 St. John Street
New Haven 5, Connecticut

THE GUIDEBOOK TO RIFLE MARKSMANSHIP--This booklet contains safety rules and regulations to be followed when handling a gun.

HAWAII

Hawaii Press Bureau
1040 National Press Building
Washington 4, D. C.

Send for a complete listing of materials available.

HEALTH

American Heart Association, Inc.
44 East 23rd Street
New York 10, New York

YOUR HEART AND HOW IT WORKS--Seventeen by twenty-one and one-half inch chart.
YOUR HEART AND HOW IT WORKS--Eight and one-half by eleven inch notebook sheet.

American Institute of Baking
Consumer Service Department
400 East Ontario Street
Chicago 11, Illinois

THE WHEEL OF GOOD EATING--Eight and one-half by eleven inch notebook sheet.
Also available in 20 x 27 inch chart, colored.

Benton, Dickinson & Company
Advertising Manager
Rutherford, New Jersey

WHAT IS YOUR NORMAL TEMPERATURE?--This booklet contains information on temperature fluctuation.

Bristol-Myers
Products Division
Hillside 5, New Jersey

GUIDE FOR A GOOD GROOMING PROGRAM--This manual contains basic information and suggestions for group activities on general fitness, body cleanliness, facial skin care, hand care, hair care, clothes care, and the like.
GROOMING FOR BOYS AND GIRLS--Seventeen by eleven inch chart; points out the elements of daily good grooming habits.

FACTS ABOUT PERSPIRATION--Seventeen by twenty-two inch chart providing scientific background material for grooming study. Includes the structure of sweat glands and the physiological function of perspiration.

General Mills, Inc.
Education Section
400 2nd Avenue South
Minneapolis 1, Minnesota

TEACHER'S GUIDEBOOK--This booklet provides basic information needed in developing a functional nutrition and health education program. Excellent.

PLAN A WORKSHOP--This is a practical guide for planning, developing, and carrying on workshops in nutrition and health education. It is built around experience with sixty-one workshops held in twenty-three states. Excellent.

TEACHER'S ACTIVITY BOOK--This booklet describes practical classroom activities for developing good eating habits. Excellent.

EAT AND GROW--This booklet is designed for the first grade child. Barbara and Billy visit Grandmother's farm and learn facts about food and health. It is in color. Excellent material.

WORKING AND PLAYING--This booklet is designed for the second grade child. It is in color. Excellent material.

LETTERS TO TONY--This booklet is designed for the third grade child. It is in color. Excellent.

A NUTRITION GUIDE--This booklet contains a brief discussion of calories, proteins, vitamins, minerals, the basic seven food groups. Excellent.

MOTHER HUBBARD'S CUPBOARD--Twenty-five by thirty-eight inch chart giving an interpretation for the child of the basic seven food groups. It would be very appealing at all grade levels. Excellent.

CONSERVING MINERALS AND VITAMINS CHART--Twenty-four by Thirty-six inch poster picturing the right way to cook vegetables to conserve minerals and vitamins--contrasted with wasteful ways. Excellent.

THE STORY OF THE CEREAL GRAINS--This booklet contains authoritative, interesting history of the cereal grains. Excellent.

BASIC 7 CHART--Twenty-four by thirty-six inch chart, illustrating foods in each of the seven basic food groups, prepared for the table. Excellent.

HEALTH IS NOT JUST LUCK--Twenty-five by thirty-eight inches, illustrating the basic facts of health building in simple graphic form. Excellent.

A DAY WITH THE WIDE-AWAKES--A detailed picture chart of good food and health habits, containing sixteen pictures and couplets which tell the story of a healthy, happy day around the clock. Twenty-five by thirty-eight inches. Excellent.

WHICH ARE YOU?--These strip pictures show the difference between good and bad eating habits--and the results. A quick, easy-to-grasp lesson. Twenty-five by thirty-eight inches. Excellent.

DICK DAVIS--FOOD DETECTIVE--This is an upper elementary geared story of junior explorers who discovered fun in food adventure. Excellent.

International Cellucotton Products Company
Educational Department
919 North Michigan Avenue
Chicago 11, Illinois

HOW TO CATCH A COLD--This is a series of six posters, 14 x 20 inches. Excellent for all grades.

John Hancock Mutual Life Insurance Company
Health Education Service
200 Berkeley Street
Boston 17, Massachusetts

CARING FOR THE SICK IN THE HOME--This booklet contains practical suggestions for the care of the sick.

DIVERSIONS FOR THE SICK--This booklet contains helpful suggestions for the convalescent patient.

HOME CARE OF COMMUNICABLE DISEASES--This booklet contains suggestions on ways to prevent children's diseases and care of the sick.

WHAT TO EAT AND WHY--This booklet contains a brief, up-to-date, and practical guide for good eating.

Kellogg Company
Department of Home Economics Services
Battle Creek, Michigan

GOOD HEALTH RECORD--This is a record sheet to be kept for four weeks.

CHOOSE YOUR CALORIES WISELY--This 22 x 36 inch chart shows the caloric count in different foods.

BOOK MARK--This book mark has a good breakfast printed on it.

The Mentholatum Company, Inc.
Advertising Director
Buffalo 13, New York

THESE 8 FOOLISH CHILDREN CAUGHT 8 TERRIBLE COLDS--
This booklet has a sample tin of Mentholatum attached. It is cleverly and effectively illustrated.
ABSENT--BAD COLD--This is a teacher's manual.

National Dairy Council
Department of Program Service
111 North Canal Street
Chicago 6, Illinois

Catalog of health education materials available.
This organization produces some very worth-while materials.

Public Health Committee of the Paper Cup & Container
Institute
250 Park Avenue
New York 17, New York

CUPS THROUGH THE CENTURIES--This booklet contains a lesson plan on this subject for the teacher.
ON EVERY LIP--This booklet contains information on germs.
TEACHERS TELL--This is a compilation of actual uses of the above material at various grade levels in various types of schools. One copy per classroom.

HISTORY

Frank H. Fleer Corporation
10th and Sumerville
Philadelphia 41, Pennsylvania

AMERICAN PICTORIAL HISTORY--This is a folder of forty-eight 8 $\frac{1}{2}$ x 11 inch pictures of historic significance. Excellent. One set per school.

HOLLAND

Netherlands Information Service
Midwestern Division
Holland, Michigan

HOLLAND'S WINDMILLS--This is a descriptive booklet.

HOLLAND--This booklet contains complete information on Holland.

HOLLAND--A FRIENDLY COUNTRY--This booklet presents the story of Holland in picture form.

HOLLAND'S QUEEN JULIANA--This is a descriptive booklet.

PRODUCTS MAP OF HOLLAND--Eight and one-half by eleven inches.

PRODUCTS MAP OF THE NETHERLANDS--Eight and one-half by eleven inches.

HOME ECONOMICS

American Bottlers of Carbonated Beverages
Public Relations Director
1128 Sixteenth Street
Washington 6, D. C.

ABOUT SOFT DRINKS--This booklet contains a series of discussions with elementary teachers on this subject. Complete listing of materials available.

American Dry Milk Institute, Incorporated
221 North La Salle Street
Chicago 1, Illinois

Dessert and recipe folders available.

Aluminum Wares Association
1506 First National Bank Building
Pittsburgh, Pennsylvania

Catalog of aluminum cooking utensils available.

The American Sugar Refining Company
120 Wall Street
New York 5, New York

KEEP SLIM AND TRIM--This booklet contains many reducing diet menus.

FESTIVE RECIPES--This booklet contains recipes for the different holidays. Available in reference quantities.

Brand Names Foundation, Inc.
37 West 57th Street
New York 19, New York

GOOD BUYMANSHIP PRINCIPLES--This booklet contains some helpful tips for sensible purchasing.

Cannon Homemaking Institute
Cannon Mills, Inc.
70 Worth Street
New York 13, New York

Samples of fabrics from which sheets and towels are made for the purpose of actually seeing how it pays to purchase quality materials.
Catalog of materials available.

Church & Dwight Company, Inc.
Home Economics Department
70 Pine Street
New York 5, New York

HOW TO CLEAN IT...WITH BAKING SODA--This is a descriptive booklet.

Club Aluminum Products Company
Home Economics Department
Chicago 14, Illinois

WATERLESS COOKING: WHAT, WHY, HOW--This picturesque chart is 19 x 23 inches.
WATERLESS COOKING: WHAT, WHY, HOW--This is a supplementary notebook folder to go with the above chart.

Coats & Clark, Inc.
Educational Bureau
430 Park Avenue
New York 22, New York

A, B, C, LEAFLETS--This is a series of three instructional leaflets on knitting, crocheting, and embroidery.
Catalog of numerous publications on the subject of sewing available.

Corn Products Refining Company
Home Service Department
17 Battery Place
New York 4, New York

Portfolio of salad ideas available.

Evaporated Milk Association
Home Economics Department
228 North La Salle Street
Chicago 1, Illinois

Complete listing of nutrition materials available.

The Gorham Company
Providence 7, Rhode Island

BEAUTIFUL TABLES ARE YOUR BUSINESS--This booklet gives information on when to use different utensils on the table.
52 PIECE STERLING DEMONSTRATION UNIT--Available for loan. Pay return postage only.

Grocery Manufacturers of America, Inc.
205 East 42nd Street
New York 17, New York

HOW TO BE A SMART FAMILY FOOD BUYER--This is a descriptive booklet.
THE INSIDE STORY--DESCRIPTIVE LABELS--This is a descriptive booklet with some most interesting comments on labels.
LET'S TALK ABOUT YOUR GROCERY BILL--This booklet contains some very helpful tips on shopping. These booklets contain essential, non-partial material.

The Hoover Company
North Canton, Ohio

CARPETS AND RUGS--This booklet contains the history of carpet weaving, oriental rugs, and a description of care and cleaning of carpets and rugs.
HOUSE CLEANING AND HOME MANAGEMENT MANUAL--This booklet covers subjects from planning housework schedules to the care and storage of cleaning equipment and supplies.

Household Finance Corporation
Consumer Education Department
919 North Michigan Avenue
Chicago 11, Illinois

MONEY MANAGEMENT LIBRARY--This is a series of booklets on the following subjects:

YOUR BUDGET
CHILDREN'S SPENDING

FOR YOUNG MODERNS
YOUR HEALTH DOLLAR
YOUR FOOD DOLLAR
YOUR CLOTHING DOLLAR
YOUR SHELTER DOLLAR
YOUR RECREATION DOLLAR
YOUR SHOPPING DOLLAR

Ten cents each, or one dollar for complete set in attractive library box. Complimentary set available to principals or superintendents.

Institute of Life Insurance
 488 Madison Avenue
 New York 22, New York

Catalog of teaching aids relating to money management available.

International Harvester Company
 Educational Services
 180 North Michigan Avenue
 Chicago 1, Illinois

PRELUDE TO HOME FREEZING--This booklet describes the process of freezing different vegetables and meats.

Catalog of numerous recipe booklets available.

S. C. Johnson & Son, Inc.
 Consumer Education Director
 Racine, Wisconsin

Numerous advertising publications on the use of wax in the home available.

"Junket" Brand Foods
 Home Economics Department
 Little Falls, New York

LESSON ON MILK DESSERTS--Student's reference sheet. Teacher's manual available.

Kroger Food Foundation
 1212 State Avenue
 Cincinnati 4, Ohio

ALL 'BOUT COOKIN'...--This booklet contains many helpful tips on the preparation of foods.

HOW MUCH DO YOU KNOW ABOUT BREAD?--This booklet contains a series of questions and answers about bread.

HOME FREEZING OF FRUITS AND VEGETABLES--This is a reference booklet.

FROZEN FOOD INFORMATION--This is a 8½ x 11 inch chart.

ORIGIN, CHARACTERISTICS, AND MODE OF SERVING COMMONLY USED CHEESES--This is an excellent 8½ x 11 inch chart.

KNOW THE EGGS YOU BUY--This is a very picturesque chart, 12 x 17 inches.

FISH AND SHELLFISH COOKERY--This is a descriptive folder.

BEEF CHART--Eight and one-half by eleven inch chart.

PORK CHART--Eight and one-half by eleven inch chart.

Leaver Brothers Company
Public Relations Division
390 Park Avenue
New York 22, New York

STAIN REMOVAL--This is a descriptive booklet.

National Association of Margarine Manufacturers
Munsey Building
Washington 4, D. C.

HOW MARGARINE IS MADE--This is a unique 24 x 36 inch chart.

National Canners Association
Home Economics Division
1133 20th Street N. W.
Washington 6, D. C.

CANNED FOOD BUYING GUIDE--This 24 x 36 inch chart shows the actual size of cans and jars, a sample label showing information given, and other facts, helpful to the purchaser of canned foods.
SO EASY RECIPES...AND SO GOOD, TOO--This booklet includes recipes and menus ranging from party appetizers to main course foods.

National Electrical Manufacturers Association
155 East 44th Street
New York 17, New York

FOOD PRESERVATION--FROM CAVE MAN TO KITCHEN--This 40 x 27 inch chart presents material on this subject in a most unique manner. Numerous charts and booklets on electric cooking and home freezing available. Send for a complete listing.

National Live Stock and Meat Board
 Department of Nutrition
 407 South Dearborn Street
 Chicago 5, Illinois

ELEMENTARY SCHOOL NUTRITION TEACHING KIT--A teaching unit including reader, work units, wall charts, wall poster, and teacher's manual. One kit per teacher. Excellent.

FOOD VALUE CHART--The nutritive value of common foods is presented in graphic form on this 20 x 30 inch chart. One copy per teacher. Excellent.

FOUR CORNERS OF A SQUARE MEAL--This chart presents graphically the sound basis of good nutrition and pictorially the sources of essential nutrients. One copy per teacher. Excellent.

YOU CAN REDUCE WITH SAFETY AND COMFORT--This booklet gives general information plus menus for weight reduction.

FOOD VALUE OF MEAT--This folder gives the most recent information on the nutrients in various cuts of meat and meat dishes.

FUNCTIONS OF FOOD IN NUTRITION--This folder gives information on various types of food nutrients and the best sources of them.

Naumkeag Steam Cotton Company
 Advertising Manager
 Pequot Mills
 Salem, Massachusetts

ALL ABOUT SHEETS--This booklet describes how to select, buy, and care for sheets.

Pet Milk Company
 Home Economics Department
 1401 Arcade Building
 St. Louis 1, Missouri

Numerous recipe booklets available. Send for complete listing of materials.

Pomona Products Company
 P. O. Box 57
 Griffin, Georgia

PIMIENTO RECIPE BOOKLET--This booklet contains recipes for numerous dishes using pimientos.

The Quaker Oats Company
Home Economics Department
223 West Jackson Boulevard
Chicago 6, Illinois

Complete listing of materials available.

Standard Brands, Incorporated
Consumer Service
595 Madison Avenue
New York 22, New York

EGG COOKERY CHART--Twenty-six by twenty-nine inch chart presenting the numerous ways of cooking eggs.

EGG COOKERY STUDENT CHART--Eight and one-half by eleven inch notebook chart.

THE STORY OF MARGARINE--This is a descriptive booklet.

THE STORY OF GELATIN--This is a descriptive folder.

SURPRISING FACTS ABOUT TEA--This is a descriptive booklet written in a very unique manner.

Talon
Educational Service
41 East 51st Street
New York 22, New York

Listing of materials available.

United States Testing Company, Inc.
1415 Park Avenue
Hoboken, New Jersey

TESTING TERMS FOR BETTER UNDERSTANDING--This booklet describes the procedures used for testing fabrics.

United States Treasury Department
United States Savings Bonds Division
Education Section
Washington 25, D. C.

MY STAMPS GREW INTO A BOND--Eighteen by twenty-six inch poster.

CITIZENSHIP POSTER--Eighteen by twenty-six inches, encouraging the purchasing of stamps.

SCHOOL SAVINGS IN THE SOCIAL STUDIES--This is a teacher's manual containing units of study about the use of money.

TEACHING THRIFT THROUGH SCHOOL SAVINGS--This is a teacher's manual on thrift education with several possible units.

HOW TO MANAGE YOUR SCHOOL SAVINGS PROGRAM--This is a manual for use by teachers and student council officers in all grades.

Vita Food Products, Inc.
644-654 Greenwich Street
New York 14, New York

Smorgasbord recipe booklet available.

M. J. Whittall Associates, Inc.
Worcester, Massachusetts

THE PROPER CARE OF QUALITY RUGS AND CARPETS--This is a descriptive booklet.

ANGLO-PERSIAN RUGS--This is a descriptive booklet.

IDAHO

Boise Chamber of Commerce
709 Idaho Street
Boise, Idaho

Packet of booklets and maps available.

ILLINOIS

Department of Finance
Division of Department Reports
Springfield, Illinois

Packet of booklets and maps available.

INDIANA

Indianapolis Chamber of Commerce
Indianapolis, Indiana

Packet of booklets and maps available.

INDIANS

Indian Rights Association
1505 Race Street
Philadelphia 2, Pennsylvania

INDIAN TRIBES, RESERVATIONS, AND SETTLEMENTS IN
THE UNITED STATES--This is a well presented 12 x 9
inch map.

INK

Higgins Ink Company, Inc.
271 9th Street
Brooklyn 15, New York

HISTORY OF INK--This booklet presents an interesting
story of ink through the ages.
INK SKETCHING--This leaflet presents information on
drawing ink techniques.
Many elaborate color charts available.

W. A. Sheaffer Pen Company
Public Relations Department
Fort Madison, Iowa

INK STAIN REMOVED FROM FABRICS--This is a helpful
descriptive booklet.
EXPERIMENTS WITH WRITING INKS--This booklet presents
suggestions for experiments which may be adapted
for all age groups.

INSECTS

Department of Education
State Natural History Division
Urbana, Illinois

HOW TO COLLECT AND PRESERVE INSECTS--This booklet
is a key for studying insects. Contains excellent
material. One copy per teacher.

IOWA

Iowa Development Commission
708 Central National Building
Des Moines 9, Iowa

IRELAND

Irish Information Bureau
33 East 50th Street
New York 22, New York

Complete listing of maps and general tourist information available.

ISRAEL

Israel Office of Information
11 East 70th Street
New York 21, New York

FACTS AND FIGURES--1955--This is a compilation of information on Israel.
Complete listing of publications available.

KANSAS

Topeka Chamber of Commerce
Topeka, Kansas

Packet of pictures and maps available.

KENTUCKY

Lexington Chamber of Commerce, Inc.
152 East High Street
Lexington, Kentucky

BLUEGRASS HORSE FARMS--Twenty-two by seventeen inch picturesque map.
PICTURE MAP OF LEXINGTON--Eight by nine inches.
HISTORICAL SITES--This is a descriptive leaflet.

KOREA

Korean Pacific Press
1828 Jefferson Place, N. W.
Washington 6, D. C.

GUIDE TO KOREA--This booklet contains information regarding the land, the people, religion, history, education, economy, and government.

KOREAN CONTRIBUTIONS TO CIVILIZATION--This is a descriptive booklet.

Send for a complete listing of materials available.

LEATHER

The Ohio Leather Company
1052 North State Street
Girard, Ohio

THE STORY OF LEATHER--This is an exceptionally well illustrated booklet on this subject.

LOUISIANA

Department of Agriculture and Immigration
541 St. Ann Street
New Orleans, 16, Louisiana

A FEW CONCRETE FACTS ABOUT LOUISIANA--This is a well presented booklet on this state.

LUMBER

Appalachian Hardwood Manufacturers, Inc.
414 Walnut Street
Cincinnati 2, Ohio

APPALACHIAN HARDWOODS--This is a colorful booklet, containing information on the sources and uses of hardwoods.

West Coast Lumbermen's Association
1410 S. W. Morrison Street
Portland 5, Oregon

Bibliography of instructional material on lumber and forest resources available.

MAINE

Augusta Chamber of Commerce
Augusta, Maine

Packet of booklets and maps available.

MAPS

Denoyer-Geppert Company
5235 Ravenswood Avenue
Chicago 40, Illinois

BETTER UNDERSTANDING AND USE OF MAPS, GLOBES AND CHARTS--This booklet offers some very helpful suggestions on this subject.

MARBLE

Vermont Marble Company
Advertising Manager
Proctor, Vermont

THE ORIGIN AND USES OF VERMONT MARBLE--This is a most informative and interesting booklet.

MARYLAND

Annapolis Chamber of Commerce
Annapolis, Maryland

Packet of booklets and maps available.

MASSACHUSETTS

Gloucester Chamber of Commerce
Gloucester, Massachusetts

THE CAPE ANN TRAIL--This is a 20 x 26 inch pictorial map.

GLOUCESTER ON CAPE ANN--This booklet contains information on historical sites and natural resources in this area.

The Greater Boston Chamber of Commerce
80 Federal Street
Boston 10, Massachusetts

Packet of maps and booklets available.

MATCHES

The Diamond Match Company
122 East 42nd Street
New York 17, New York

THE MATCH INDUSTRY--This is a well presented booklet on the history and development of the match industry.

METEORITES

American Meteorite Museum
U. S. Highway 89A
Sedona, Arizona

Send for a complete listing of inexpensive samples and booklets.

MICHIGAN

Lansing Chamber of Commerce
Lansing, Michigan

Packet of booklets and maps available.

MICROSCOPE

American Optical Company
Instrument Division
Buffalo 15, New York

I SAW THEM MAKING MICROSCOPES--This booklet describes a conducted tour through a modern instrument plant.

THE MICROSCOPE--This is a 28 x 40 inch wall chart.

THE MICROSCOPE--This is a 8½ x 11 inch notebook chart describing the different parts.

Bausch & Lomb Optical Company
Rochester 2, New York

MILESTONES IN OPTICAL HISTORY--This is a beautifully presented booklet with pictures and descriptions of the advancement of the optical industry.

MILK

The Borden Company
Farm Products Division
110 Hudson Street
New York 13, New York

JOURNEY OF MILK THROUGH A MILK PASTEURIZATION PLANT--

This is a simple description of the equipment in a milk pasteurizing plant.

FOOD VALUES OF ONE QUART OF MILK--Shaped in the form of a quart bottle, this item lists the values and requirements of milk.

MODERN MILK MAGIC--This booklet describes the homogenization process.

MILK GOES TO TOWN--This is a reader for young children relating the story of milk.

Indiana State Board of Health
Information Director
1330 West Michigan Street
Indianapolis 7, Indiana

GRADE A MILK--This booklet explains the meaning of the term "Grade A Milk."

MINNESOTA

Department of Business Research & Development
Division of Publicity
State Capitol
Saint Paul, Minnesota

Packet of booklets and maps available.

MISSISSIPPI

Mississippi Agricultural & Industrial Board
1504 State Office Building
Jackson, Mississippi

Packet of booklets and maps available.

MISSOURI

State Division of Resources & Development
 State Office Building
 Jefferson City, Missouri

Packet of booklets and maps available.

MONEY

Aetna Life Affiliated Companies
 Public Education Department
 Hartford 15, Connecticut

GOOD CHECKS AND BAD MONEY--This booklet was prepared in cooperation with the United States Secret Service and Treasury Department.

The Chase National Bank
 Museum of Moneys
 13 Broad Street
 New York 15, New York

MONEYS OF THE WORLD--A beautifully presented booklet!
HOW THE PHRASE "IN GOD WE TRUST" CAME TO BE ON THE
COINS OF THE UNITED STATES--This booklet contains excellent reference material. One copy per teacher.

MONTANA

Helena Chamber of Commerce
 Helena, Montana

Packet of booklets and maps available.

MUSIC

American Music Conference
 332 South Michigan Avenue
 Chicago 4, Illinois

MUSIC MAKES CHARACTER--This is a descriptive leaflet. Send for a complete listing of publications.

Brazilian Government Trade Bureau
 551 Fifth Avenue
 New York 17, New York

A BRIEF SKETCH OF BRAZILIAN MUSIC--This is a well presented descriptive booklet. Limit one per teacher.

Buesher Band Instrument Company
Elkhart, Indiana

MUSIC FOLIO--This folder of materials contains a terminology chart, a booklet showing the different band and orchestra instruments, cut-out instrument chart, and numerous other helpful items. One folio per teacher.

C. G. Conn, Ltd.
Sales Manager
Elkhart, Indiana

Catalog of educational aids for school music instructors available.

Danish Information Service
588 Fifth Avenue
New York 36, New York

CARL NIELSEN, THE DANISH COMPOSER--This is the story of Carl Nielsen, a Danish composer. Reference quantity.

Leedy & Ludwig
Elkhart, Indiana

THE 13 ESSENTIAL RUDIMENTS OF DRUMMING--This is a 25 x 38 inch chart.
Catalog of educational aids available.

NATURE

National Audubon Society
1130 Fifth Avenue
New York 28, New York

AUDUBON JUNIOR CLUB SAMPLE KIT--Available to individual teachers.
This organization has many worth-while materials.
Send for a complete listing.

NAVY

Office of Information
Navy Department
Washington 25, D. C.

LITTLE KNOWN FACTS ABOUT THE SUBMARINE--This is a descriptive booklet.

Bibliography of submarine publications available.

DIAGRAM OF AIRPLANE--Twenty-two by seventeen inches.

DIAGRAM OF SHIP--Eight and one-half by eleven inches.

TYPES OF SHIPS--Fifteen and one-half by ten inches.

NETHERLANDS

Netherlands West Indies Tourist Committee
475 Fifth Avenue
New York 17, New York

SHOPPER'S GUIDE--This booklet describes the money exchange system and the numerous items of information that a tourist would desire information on.
Catalog of materials available.

NEBRASKA

Nebraska Resources Foundation, Inc.
Box 138
Lincoln, Nebraska

Packet of booklets and maps available.

NEVADA

Carson City Chamber of Commerce
Carson City, Nevada

Packet of booklets and maps available.

NEW HAMPSHIRE

Concord Chamber of Commerce
Concord, New Hampshire

Packet of booklets and maps available.

NEW JERSEY

Trenton Chamber of Commerce
Trenton, New Jersey

Packet of booklets and maps available.

NEW MEXICO

Santa Fe Chamber of Commerce
Santa Fe, New Mexico

Packet of booklets and maps available.

NEW YORK

Convention & Visitors' Service
Chamber of Commerce Building
Niagara Falls, New York

NIAGARA FALLS AND VICINITY--Twenty-two by eighteen inch map.

NIAGARA FALLS AND VICINITY--This is a color folder relating to Niagara Falls and vicinity. Limit of five copies per teacher.

Department of Commerce
112 State Street
Albany 7, New York

Packet of booklets and maps available.

NEW YORK STOCK EXCHANGE

New York Stock Exchange
Department of Public Relations
11 Wall Street
New York 5, New York

UNDERSTANDING THE NEW YORK STOCK EXCHANGE--This is a descriptive booklet.

NICKEL

International Nickel Company
Development and Research Division
67 Wall Street
New York 5, New York

THE EIGHT PRECIOUS METALS--This booklet contains information on the subjects of silver, gold, platinum, palladium, rhodium, ruthenium, iridium, and osmium.

THE ROMANCE OF NICKEL--This booklet contains information on the composition of nickel, where it is found, and its uses.

POUNDS FROM TONS--This booklet explains the proportion of waste material in nickel. Excellent material.

NORTH CAROLINA

Raleigh Chamber of Commerce
Raleigh, North Carolina

Packet of booklets and maps available.

NORTH DAKOTA

North Dakota Research Foundation
Director of Research
Bismarck, North Dakota

MINERAL RESOURCES OF NORTH DAKOTA--This booklet describes the different minerals and their locations in North Dakota.

EMBLEMS OF NORTH DAKOTA--This leaflet presents in color, the state flag, bird, flower, tree, and seal of North Dakota.

NORTH DAKOTA MAP--Twenty-eight by eighteen inches.

NORWAY

Norwegian Embassy
3516 Massachusetts Avenue, N. W.
Washington 7, D. C.

HOLIDAYS IN NORWAY--This is a very descriptive travel booklet.

MAP OF NORWAY--Nineteen by twenty-eight inches.

Catalog of Materials available.

NOVA SCOTIA

Bureau of Information
Provincial Building
Halifax, Nova Scotia

PROVINCE OF NOVA SCOTIA--This booklet describes the history, government, climate, people, cities, towns, geographical features, industries, handicrafts, and recreation in Nova Scotia. One copy per teacher.

NUMBERS

Brown & Sharpe Company
Providence 1, Rhode Island

DECIMAL EQUIVALENT CHART--This 18 x 27 inch chart shows decimal equivalents of fractions. Numerous other charts available on this subject. Send for a complete listing.

Burroughs Corporation
Advertising Division
Detroit 32, Michigan

THE STORY OF FIGURES--This booklet is very well presented and illustrated.
FASCINATING FIGURE PUZZLES--This is a most interesting booklet, and it contains many fascinating figure puzzles from very simple problems to several thought provoking problems. Available in reference quantity.

Ford Motor Company
Educational Relations Department
3000 Schaefer Road
Dearborn, Michigan

HOW LONG IS A ROD?--This booklet contains interesting origins of standards of length. Limit one per teacher.

NUTRITION

Indiana State Board of Health
Information Director
1330 West Michigan Street
Indianapolis, Indiana

NUTRITION EDUCATION IN THE ELEMENTARY SCHOOL--This booklet explains how the state departments of education and other state agencies are working together toward the same goals.

International Harvester Company
Educational Services
180 North Michigan Avenue
Chicago 1, Illinois

HEALTH FROM THE GROUND UP--This paper-bound book explains the importance of good soil in producing good food. Excellent reference material.

U. S. Department of Agriculture
Human Nutrition Research Branch
Washington 25, D. C.

A SELECTED LIST OF NUTRITION AND SCHOOL LUNCH MATERIALS--The materials listed in this booklet are non-advertising and inexpensive.

NUTS

Brazil Nut Association
100 Hudson Street
New York 13, New York

THE STORY OF BRAZIL NUTS--This booklet contains information on the history, germination, gathering, and exporting of Brazil nuts.

OHIO

Ohio Development and Publicity Commission
21 West Broad Street
Columbus 15, Ohio

OHIO'S CAPITALS--This booklet describes the growth of the "Buckeye State."

OFFICIAL OHIO HISTORY--This leaflet describes the different industries of Ohio.

THIS IS OHIO--This booklet describes in detail the wealth of various industries and resources in Ohio.

HISTORIC OHIO--This booklet describes in detail the development and background of the many scenic sites in Ohio.

OIL

Independent Petroleum Association of America
 Director of Information
 1430 South Boulder
 Tulsa 1, Oklahoma

THE OIL PRODUCING INDUSTRY IN YOUR STATE--This booklet contains a section on each state producing petroleum. Excellent reference material.
THE RISK ELEMENT IN HUNTING FOR OIL--This 5 x 7 inch spinner illustrates the risk element in hunting for oil.

Oil Industry Information Committee
 American Petroleum Institute
 50 West 50th Street
 New York 20, New York

PETROLEUM FROM THE GROUND TO YOU--This is a 44 x 68 inch colored chart. Excellent material.
FACTS ABOUT OIL--This booklet explains the origin and uses of oil.
PETROLEUM SCHOOL SERIES--This is a series of booklets on the subject of petroleum. Teacher's handbook is included.

Pennsylvania Grade Crude Oil Association
 Box 96
 Oil City, Pennsylvania

OIL FROM PENNSYLVANIA FOR THE WORLD: YESTERDAY, TODAY, TOMORROW--This booklet contains excellent reference material.
COL. DRAKE'S "PETROLIA" FLOURISHES--A most interesting booklet on the development of the petroleum industry.

Shell Oil Company
 Information Division
 50 West 50th Street
 New York 20, New York

PETROLEUM MARKETING--This is a 22 x 17 inch chart.

Standard Oil Company
 Supervisor of Youth Activities
 910 South Michigan Avenue
 Chicago 80, Illinois

OIL SERVES YOU--This booklet describes oil from the ground to the numerous products.

PETROLEUM PRODUCTS--This is a 22 x 17 inch chart showing the distribution of petroleum products.

PETROLEUM DISCOVERY AND PRODUCTION--This is a 22 x 17 inch chart.

OKLAHOMA

Oklahoma City Chamber of Commerce
Oklahoma City, Oklahoma

Packet of pictures and maps available.

OLIVES

California Olive Association
461 Market Street
San Francisco 5, California

GENERAL INFORMATION ABOUT OLIVES--This is a descriptive booklet.

THE OLIVE--THE WORLD'S OLDEST FRUIT--This is a most interesting booklet.

OREGON

Oregon State Highway Department
Travel Information Division
Salem, Oregon

OREGON--THE BEAVER STATE--This is an exceptionally well prepared guide on this state.

WILD FLOWERS OF OREGON--This is a descriptive booklet. Send for a complete listing of materials available.

OYSTERS

The Oyster Institute of North America
6 Mayo Avenue, Bay Ridge
Annapolis, Maryland

THE STORY OF OYSTERS--This booklet contains information on the biology and food values of oysters.

PAINT

Pittsburgh Plate Glass Company
632 Fort Duquesne Boulevard
Special Activities Section
Pittsburgh 22, Pennsylvania

50,000 YEARS OF PROTECTION AND DECORATION--This booklet explains the history of paint and color.

PAKISTAN

Embassy of Pakistan
Information Division
Washington, D. C.

PAKISTAN BASIC FACTS--This booklet contains information on the historical background, constitution, natural resources, agriculture, and people.
PAKISTAN IN PICTURES--This is a folio of sixteen pictures, 5½ x 3½ inches. Limit one set per school.
MAP OF PAKISTAN--Twelve by nine inches.

PAN AMERICAN UNION

Pan American Union
Office of Public Information
Washington 6, D. C.

Send for a listing of publications. This organization distributes many free and inexpensive materials.

PAPER

Crown Zellerbach Corporation
Public Relations Department
343 Sansome Street
San Francisco 19, California

PAPER--ITS STORY--This is a descriptive booklet.
GROWING PAPER ON TREE FARMS--This booklet describes the paper-making process. Excellent material.

Hammermill Paper Company
Advertising Department
Erie 6, Pennsylvania

PAPER-MAKING PROCESS EXHIBIT--This four tube exhibit shows the process of making paper, from chips to pulp. Available on a loan basis or may be purchased for \$2.00. Set of eight 13 x 9½ inch pictures showing pictorially the paper-making process are included with this display.
Send for catalog of additional materials available.

International Paper Company
Public Relations Department
220 East 42nd Street
New York 17, New York

HOW DOES THE TREE CROP GROW?--This comic emphasizes forest conservation and scientific forest management practices. Teacher's manual included.
LITTLE TREES THAT WENT TO SCHOOL--This comic emphasizes forest conservation. Teacher's manual included.

Strathmore Paper Company
West Springfield, Massachusetts

MAKING STRATHMORE PAPERS--This booklet describes the making of paper. Good reference material.

PEN

The Esterbrook Pen Company
Sales Department
Camden, New Jersey

THE USE AND CARE OF A FOUNTAIN PEN--This is a descriptive booklet.
THE USE AND CARE OF LETTERING PENS--This is a descriptive leaflet.

PENNSYLVANIA

Commonwealth of Pennsylvania
Department of Public Instruction
Harrisburg, Pennsylvania

Send for a catalog of materials relating to the state of Pennsylvania.

PHYSICAL EDUCATION

American Association for Health, Physical Education
and Recreation
1201 16th Street, N. W.
Washington 6, D. C.

Send for a complete listing of materials.

Huntington Laboratories, Inc.
Sales Promotion Department
Huntington, Indiana

SEAL-O-SAN BASKETBALL COACHES' DIGEST--This magazine
contains an annual digest of all the more important
basketball articles appearing in the various
athletic publications.

Indiana State Board of Health
Information Director
1330 West Michigan Street
Indianapolis, Indiana

ELEMENTARY PHYSICAL EDUCATION--This booklet lists
teaching aids, games, and relays for grades one
through six.

ELEMENTARY PHYSICAL EDUCATION TEACHING AIDS--This
booklet contains story plays for grades one, two,
and three.

ELEMENTARY PHYSICAL EDUCATION TEACHING AIDS--This
booklet contains information regarding stunts for
grades four, five, and six.

JUNIOR HIGH PHYSICAL EDUCATION TEACHING AIDS--This
booklet contains information regarding rhythmic,
games, and relays.

The E. P. Juneman Corporation
1100 West 47th Place
Chicago 9, Illinois

BADMINTON AND TENNIS STROKES--This booklet gives
information on the holding of a racket, serving,
scoring, and general rules for playing these
games.

PINEAPPLE

Libby, McNeill & Libby
 Department of Home Economics
 Chicago 9, Illinois

THE STORY OF HAWAIIAN PINEAPPLE--This leaflet describes the history, growing, harvesting, canning, and nutritive value of pineapple.

PLANTS

Swift & Company
 Public Relations Department
 Union Stock Yards
 Chicago 9, Illinois

THE STORY OF PLANTS--This booklet presents the story of the life cycle of plants. Excellent material.

Department of Education
 State Natural History Division
 Urbana, Illinois

PLEASURE WITH PLANTS--This booklet is a key for studying plants. Excellent material. One copy per teacher.

PLASTICS

The Society of the Plastics Industry, Inc.
 Director of Public Relations
 67 West 44th Street
 New York 36, New York

List of publications and exhibits available.

POLAND

Embassy of the Polish Peoples Republic
 2640 16th Street, N. W.
 Washington 9, D. C.

THE LIFE OF WORKING PEOPLE IN PEOPLE'S POLAND--This booklet presents a very vivid picture of the Polish people and their culture.

Set of five charts, 22 x 17 inches, showing various aspects of life in Poland, including historic sites, education and culture, social welfare, Poland's economy, costumes and folk art. One set per school. Excellent material.

POST OFFICE

Office of the Postmaster General
Washington 25, D. C.

Numerous interesting publications available. Send for a complete listing of educational materials.

PUERTO RICO

U. S. Department of Interior
Office of Territories
Washington 25, D. C.

PUERTO RICO--This leaflet contains information on the history, people, climate, and resources of this island.

RADIO

National Broadcasting Company, Inc.
Department of Information
RCA Building
Radio City, New York 20, New York

EVENTS IN RADIO'S HISTORY--This booklet describes the developmental period of radio.

RADIO PROGRAMS--HOW THEY STARTED AND HOW THEY GROW--This is a descriptive booklet.

Radio Corporation of America
Educational Services
RCA Victor Division
Camden 2, New Jersey

FAMOUS COMPOSERS--This is a 12 x 15 inch chart with forty-nine pictures of famous composers. Ten cents.

Listing of materials available.

Radio-Electronics-Television Manufacturers Association
 Editorial Director
 777 14th Street, N. W.
 Washington 5, D. C.

THE KITE AND THE KEY--This booklet gives a brief history of electronics and a nontechnical description of how radio and television work. One copy per teacher.

RAILROADS

Association of American Railroads
 Public Relations Department
 School and College Service
 Transportation Building
 Washington 6, D. C.

TEACHER'S KIT--This is a set of materials especially prepared for use by teachers in organizing and conducting railroad transportation units. Distributed only to in-service teachers. Set consists of fifty-six railroad pictures, which are photographic reproductions, $10\frac{1}{2} \times 7\frac{1}{2}$ inches; The Stories Behind the Pictures, a booklet containing background material for each of the fifty-six pictures. Test questions are included; Teacher's Manual, a booklet that contains outlines and work procedures for units; map of the American Railroad System. The numerous other items included are units for study, songs, poetry, visual aids, a listing of important dates in railroad history, recordings on railroad subjects, and an extensive reference list of books.

CLASSROOM WALL CHARTS--Each chart measures 22×34 inches. This is a set of seven charts on the following subjects: Railroads and National Defense, Going Places by Rail, Railroads and the Community, Railroads and Industry, Railroads and World Trade, How Railroads Serve, and Railroads and American Life. Limit one set per building.

RAILROADS AT WORK--This booklet contains all of the pictures that are in the Teacher's Kit.

AMERICAN RAILROADS: THEIR GROWTH AND DEVELOPMENT--This booklet tells the story of the development and progress of American railroads.

QUIZ, JR.--This booklet contains one hundred questions and answers about railroads.

THE RAILROAD STORY--This booklet emphasizes the research and scientific progress of the railroad industry.

QUIZ ON RAILROADS AND RAILROADING--This booklet contains three hundred questions and answers about American railroads.

THE DAY OF TWO NOONS--This booklet contains the story of Standard Time.

A CHRONOLOGY OF AMERICAN RAILROADS--INCLUDING MILEAGE BY STATES AND BY YEARS--This booklet contains a chronology of important dates in railroad history and statistics showing the economic growth in the United States during the first one hundred years of the railroad era.

THE HUMAN SIDE OF RAILROADING--This booklet describes vocational and organizational aspects of the railroad industry.

RAILROADS DELIVER THE GOODS--This is a comic describing train operations and freight service.

WE LEARN ABOUT TRAINS--This booklet contains ideas for integrating other subjects into the unit of railroads. Limit one copy.

MAP LIST--This is a list of maps of the United States and individual states showing railroad lines. Limit one copy.

TRAIN AND ENGINE BOOKS FOR CHILDREN--This is a bibliography of train and engine books for children, listing the title, author, publisher, price, and a general description. Limit one copy.

LIST OF PRINCIPAL RAILROADS IN THE UNITED STATES WITH HOME ADDRESSES OF EACH--Limit one copy per school.

The Atchison, Topeka & Santa Fe Railway System
Public Relations Department
80 East Jackson Boulevard
Chicago 4, Illinois

THE RAILROAD--This booklet explains the development and necessity of railroad transportation. Teacher's suggestion sheet to accompany this booklet.

Chesapeake and Ohio Railway
Advertising Department
Terminal Tower
Cleveland 1, Ohio

Packet of materials on the development of the railroad industry in Ohio available. Send for a complete listing of educational materials.

French National Railroads
Advertising & Publicity Department
610 Fifth Avenue
New York 20, New York

Send for a complete listing of maps and booklets available.

Great Northern Railway Company
Public Relations Department
Saint Paul 1, Minnesota

Send for a complete listing of maps, booklets, and books.

Illinois Central Railroad
135 East 11th Street Place
Chicago 5, Illinois

CHICAGO--CROSSROADS OF AMERICA--This folder describes the development of the railroad metropolis, Chicago.
HOW TO TRAVEL BY TRAIN--This booklet contains basic information for the traveler.
THE BUILDING OF MID-AMERICA--This is a historical booklet of railroad stories.
TRAILS TO RAILS--This booklet tells the story of transportation progress in Illinois.

Union Pacific Railroad Company
1416 Dodge Street
Omaha 2, Nebraska

Railroad maps of the United States and a history of the Union Pacific Railroad available.

RAYON

The National Federation of Textiles, Inc.
389 5th Avenue
New York 16, New York

RAYON GLOSSARY--This booklet contains definitions of rayon fabrics and terms used in connection with rayon.
THE CLOTHES I WEAR--This is a worksheet designed for use in grades one through three.
MAN-MADE MIRACLE--This is a comic booklet designed for use in grades four through eight on the subject of rayon.
HOW RAYON IS MADE--This leaflet presents the key steps in making rayon yarn.

REPTILES

Ross Allen Reptile Institute
1112 N. Miami Avenue
Miami, Florida

List of inexpensive materials available.

RHODE ISLAND

Rhode Island Development Council
326 State House
Providence 2, Rhode Island

Folio of maps and folders available.

RICE

Department of Agriculture & Immigration
541 St. Ann Street
New Orleans 16, Louisiana

RICE--This is a descriptive booklet on the subject of rice. Sample of rice available.

ROPE

Columbian Rope Company
Advertising Department
Auburn, New York

ROPE KNOT CHART--Twenty-eight by ten and one-half inches.

HOW TO WRAP AND TIE A PACKAGE--This is a descriptive booklet. Numerous samples of rope available.

RUBBER

American Education Publications
400 South Front Street
Columbus 15, Ohio

RUBBER--This booklet presents the story of the many uses of rubber.

The B. F. Goodrich Company
Public Relations Department
Akron, Ohio

WONDER BOOK OF RUBBER--This is a comic booklet.
there is a teacher's manual to accompany it.

The Firestone Tire & Rubber Company
Public Relations Department
Akron 17, Ohio

RUBBER--This booklet describes the uses, how it
grows, and the chemistry of rubber. Teacher's
manual included.

The Goodyear Tire & Rubber Company
Akron 16, Ohio

Send for a complete listing of materials available.

SAFETY

Aetna Life Affiliated Companies
Public Education Department
Hartford 15, Connecticut

FRIEND OR FOE--This booklet deals with fire safety.
Excellent.

A LIFE IN YOUR HANDS--This folder deals with the
subject of artificial respiration. Excellent.

KEEP THEM SAFE--This is a booklet of safety rules
for children. Excellent.

THE LIFEGUARD SAYS--This is a leaflet on water
safety. Excellent.

FUN ON WHEELS--This is a booklet on bicycle safety.
Excellent.

DANGER--HANDLE WITH CARE--This booklet deals with
electricity safety. Excellent.

FIRST AID CHART--Fourteen by eight and one-half
inches. Excellent.

Ansul Chemical Company
Advertising Manager
Marinette, Wisconsin

THE FUNDAMENTALS OF FIRE EXTINGUISHMENT--This
booklet contains material on fire hazards.

Association of Casualty and Surety Companies
Accident Prevention Department
60 John Street
New York 38, New York

Complete list of educational materials available.

Employers Mutual of Wausau
Accident Prevention Department
Wausau, Wisconsin

Bicycle safety posters available. Send for a
complete listing of educational materials available.

The B. F. Goodrich Company
Public Relations Department
Akron, Ohio

TOMMY GETS THE KEYS--This is a comic book pointing
out that sportsmanship, plus courtesy and skill are
the basic ingredients of good driving.

National Safety Council
425 North Michigan Avenue
Chicago 11, Illinois

SAMMY SPROCKET SAYS--This booklet contains rules
for the safe bicycle rider.
Numerous posters and booklets available. Send for
a complete listing.

John Hancock Mutual Life Insurance Company
Health Education Service
200 Berkeley Street
Boston 17, Massachusetts

SAFETY AT HOME--This booklet serves as a reminder
that accidents have causes and may be prevented.
WHEN THE UNEXPECTED HAPPENS--This booklet explains
the temporary care that may safely be given in an
emergency.

Indian State Board of Health
Information Director
1330 West Michigan Street
Indianapolis, Indiana

HOW TO PREVENT ACCIDENTS IN YOUR HOME--This booklet
describes the numerous common household hazards and
gives suggestions for accident prevention.

Lumbermen's Mutual Casualty Company
Public Relations Department
Mutual Insurance Building
Chicago 40, Illinois

ACCIDENTS ARE PREVENTABLE--From the experiences of a policeman, this booklet describes courtesy and safety on the highway.

PLAY EXPERTS--This booklet contains highway safety questions and answers. Excellent.

DRIVER'S HANDBOOK--This booklet contains safety suggestions and procedures to be followed in case of accident.

CHILDREN'S SAFETY LESSONS--This is a comic for young children, stressing safety.

Ohio Department of Highway Safety
Columbus 5, Ohio

BIKE BEHAVIOR--This booklet contains a discussion of bicycle safety rules.

Sportsmen's Service Bureau
250 East 43rd Street
New York 17, New York

Complete listing of safety posters and booklets available.

SALT

Morton Salt Company
120 South La Salle Street
Chicago, Illinois

A HISTORY OF SALT--This booklet describes the history, background, and harvesting of salt.

SASKATCHEWAN

Province of Saskatchewan
Bureau of Publications
Legislative Building
Regina, Saskatchewan, Canada

SASKATCHEWAN--This booklet contains a brief, general account of the Province of Saskatchewan, its history, economy, and development. Available only to principals or superintendents.

SASKATCHEWAN, ITS RESOURCES AND INDUSTRY--This booklet contains an outline of the industries in Saskatchewan. Available only to principals or superintendents.

SOAP

Fels & Company
Consumer Service
73rd Street & Woodland Avenue
Philadelphia 42, Pennsylvania

SOAP--This is a three page history of soap. Send for a complete listing of educational materials available.

SOIL

Swift & Company
Public Relations Department
Union Stock Yards
Chicago 9, Illinois

THE STORY OF SOIL--This booklet contains the story of soil formation and soil conservation. Excellent.

International Harvester Company
Educational Services
180 North Michigan Avenue
Chicago 1, Illinois

MAKE THE SOIL PRODUCTIVE--The statement, "We can't grow good crops on poor land" is explained in this booklet.

MORE PRODUCTIVE GARDENING--This paper-bound book contains information on the planting of numerous vegetables. Good reference material.

SOUTH CAROLINA

State Development Board
Post Office Box 927
Columbia, South Carolina

Packet of maps and folders available.

SOUTH DAKOTA

State Highway Commission
Publicity Department
Pierre, South Dakota

Packet of maps and folders available.

SOYBEANS

The Chicago Board of Trade
141 West Jackson Boulevard
Chicago 4, Illinois

THE STORY OF SOYBEANS--This booklet gives information on the historical background, production, and consumption of soybeans.

SPONGES

Schroeder & Tremayne, Inc.
1711 Delmar Boulevard
Saint Louis 3, Missouri

THE STORY OF SPONGES AND CHAMOIS--This is a well illustrated booklet on the origin and types of sponges and chamois.

STEEL

American Iron and Steel Institute
Public Relations Department
350 5th Avenue
New York 1, New York

THE MAKING OF STEEL--This is a ninety-six page illustrated book describing in detail the making of iron and steel. One copy per school.

STEEL FACTS--This is an informative bulletin about current affairs in iron and steel. It is issued six times a year.

THE PICTURE STORY OF STEEL--This is a description of steel-making in elementary terms. Very well presented.

STEEL--FROM MINE TO YOU--This is a diagram of the main iron and steel-making operations.

STEEL-MAKING ILLUSTRATED--This is a series of flow charts on steel-making. Limit one copy per teacher.

Bethlehem Steel Company
Bethlehem, Pennsylvania

IRON ORE SAMPLE KIT--This kit contains a lump of magnetic iron ore, a bottle of iron filings, a horseshoe magnet, and a sample of polished steel rod.

STEEL IN THE MAKING--This booklet shows the evolution in this industry and gives a comprehensive explanation of the chemical process.

Inland Steel Company
38 South Dearborn Street
Chicago 3, Illinois

HOW STEEL IS MADE--This booklet explains the steel-making process, from ore to the finished product.

STEEL--This comic shows the steel-making process, from ore to the finished product.

United States Steel Corporation
Educational Director
71 Broadway
New York 6, New York

HOW STEEL IS MADE--This display contains samples of different minerals which when combined produce steel. A filmstrip is included. Excellent material. One display per building.

THE RETURN OF JOE, THE GENIE OF STEEL--This comic describes the historical development of rail-making.

JOE, THE GENIE OF STEEL--This comic presents the legendary story of the steel industry.

STEEL SERVES THE NATION--This book tells the fifty year story of the United States Steel Corporation, 1901-1951. Excellent material. One book per building.

HOW STEEL IS MADE--This 35 x 45 inch wall chart shows the steel-making process, from raw materials to the finished products.

STEEL-MAKING IN AMERICA--This booklet contains information on the historical development, the process of making steel, and the final use of it.

THE STORY OF WIRE--This booklet contains information on iron ore and one of its finished products, wire.

SUGAR

The American Sugar Refining Company
120 Wall Street
New York 5, New York

THE STORY OF CANE SUGAR--This is a well illustrated booklet. It is available in reference quantity.

Department of Agriculture and Immigration
541 St. Ann Street
New Orleans 16, Louisiana

A BRIEF DISCUSSION OF THE HISTORY OF SUGAR CANE--This is a descriptive booklet.

A sample of sugar cane is available from November through March.

Sugar Information, Inc.
52 Wall Street
New York 5, New York

SUGAR--This booklet contains an illustrated story of the production and processing of a natural food and useful chemical.

SUGAR--This booklet describes what sugar is, how it is made and why it is important.

United States Sugar Beet Association
920 Tower Building
Washington 5, D. C.

WE LEARN ABOUT SUGAR BEETS--This is a pupil folder and is accompanied by a teacher's manual.

Western Beet Sugar Producers, Inc.
461 Market Street
San Francisco 5, California

LET'S TALK ABOUT SUGAR--This booklet presents the history and legend of sugar.

TEA

Thomas J. Lipton, Inc.
Consumer Service Department
Hoboken, New Jersey

THE LORE AND LURE OF TEA--This booklet is designed for adult reading but many items may be used in the grades. Limit one copy per building.
TEA IN MANY LANDS--This is a unit of study on tea, with correlated activities included.

TEETH

American Dental Association
 Division of Education
 222 East Superior Street
 Chicago, Illinois

Catalog of free and inexpensive dental health education material available.

Bristol-Myers Products Division
 Educational Service Department
 45 Rockefeller Plaza
 New York 20, New York

HOW I BRUSH MY TEETH--This is a workbook on the care of teeth. Teacher's manual included.
SOME GOOD FRIENDS WHO HELP YOU KEEP YOUR TEETH HEALTHY--This is a 32 x 48 inch chart.
TOOTHBRUSHING MODEL--This model, when constructed, is about 4 x 3 x 2 inches.

Indiana State Board of Health
 Information Director
 1330 West Michigan Street
 Indianapolis 7, Indiana

TOOTHBRUSHING--This folder contains information on the type of toothbrush desirable, how and when teeth should be brushed.

TELEPHONE

Illinois Bell Telephone Company
 Information Manager
 208 W. Washington Street
 Chicago 6, Illinois

Send for a complete listing of excellent materials.

TENNESSEE

Division of State Information
115 State Office Building
Nashville 3, Tennessee

Packet of pictures and maps available.

TEXAS

Texas Highway Department
Department of Information
Austin 14, Texas

OUTSTANDING FACTS OF TEXAS--This booklet contains a listing of facts about the climate, population, agriculture, natural resources, people, and the like.

TEXAS, OUR TEXAS--This is a song sheet with the state song.

TEXAS NATIONAL FORESTS--This booklet describes the policies of the state in regard to forest conservation and use of forest lands. Excellent material. One copy per school.

TREES

American Forest Products Industries, Inc.
1816 N Street, N. W.
Washington 6, D. C.

WHERE WE GROW OUR TREES--This is a 25 x 36 inch map of the United States with the location of major areas where different kinds of trees are found. Excellent.

PRODUCTS OF AMERICAN FORESTS--This 25 x 30 inch chart shows graphically how man uses wood today. It classifies the ways in which wood is consumed and lists many of the approximately four thousand forest products. Excellent material.

GROWING WOOD FOR AMERICA--This booklet answers such questions as how much timber we have, the amount of timber that is destroyed by fire each year, and the like. Excellent material.

TREES FOR TOMORROW--This is a booklet dealing with the history, nature, extent, and ownership of forest land in the United States. Excellent material.

THE STORY OF PULP AND PAPER--This pamphlet tells the story of man's long struggle to find a plentiful source of paper and of his eventual success in making it from wood. Excellent material.

THE STORY OF LUMBER AND ALLIED PRODUCTS--This pamphlet traces the history of America's lumber and wood using industries from colonial days up to the present. With photographs and charts, it tells the story of how trees are harvested, transported to mills and made into finished lumber, veneer, plywood, and other useful products. Excellent material.

THE FOREST ADVENTURES OF MARK EDWARDS--This is a conservation reader designed for use in the upper elementary grades. Excellent.

A TEACHER'S MANUAL--This manual outlines effective ways of using forestry aids in the classroom. Excellent material.

Southern Pine Association
Post Office Box 1170
New Orleans 4, Louisiana

THE SOUTHERN PINE STORY--This booklet describes the history and properties of white pine.

Western Pine Association
Yeon Building
Portland 4, Oregon

Send for a complete listing of free and inexpensive materials.

Weyerhaeuser Timber Company
Department of Public Information
Tacoma 1, Washington

MEN, MILLS AND TIMBER--FIFTY YEARS OF PROGRESS IN THE FOREST INDUSTRY--This is a descriptive booklet.

THE NATION'S WOOD SUPPLY--This is a descriptive booklet.

A VISIT TO THE FOREST WITH WOODY--This comic deals with forest fire conservation.

FOREST FOREVER--This booklet contains a story about tree farming.

Photo packet containing sixteen 11 x 14 pictures on the subject of tree farming. One set per school.

Excellent.

THE STORY OF WEST COAST LUMBER--This booklet describes the process of growing, cutting, logging, milling, and the final uses of different woods.

TYPING

Educational Research Committee
777 Fourteenth Street, N. W.
Washington, D. C.

Complete listing of materials relating to the value of typing instruction in the elementary school.

International Business Machines Corporation
Department of Information
590 Madison Avenue
New York 22, New York

Complete listing of materials available.

Royal Typewriter Company
School Department
Two Park Avenue
New York 16, New York

THE HISTORY OF THE TYPEWRITER--This booklet contains a most interesting story of the typewriter.

Underwood Corporation
Public Relations Department
One Park Avenue
New York 16, New York

Complete listing of materials available.

UNITED NATIONS DAY--October 24th

United States Committee for United Nations Day
816 21st Street, N. W.
Washington 6, D. C.

Packet of observance materials available.

UTAH

Department of Publicity & Industrial Development
P. O. Box 2136
Salt Lake City, Utah

Packet of pictures and maps available.

VERMONT

Development Commission
Publicity Director
200 State House
Montpelier, Vermont

Packet of pictures and maps available.

VIRGIN ISLANDS

U. S. Department of Interior
Office of Territories
Washington 25, D. C.

VIRGIN ISLANDS--This leaflet contains general
information on the Virgin Islands.

VIRGINIA

Department of Conservation & Development
914 Capitol Street
Richmond 19, Virginia

Packet of pictures and maps available.

VOCATIONAL INFORMATION

American Dietetic Association
Public Relations Director
620 North Michigan Avenue
Chicago 11, Illinois

DIETETICS AS A PROFESSION--This is a descriptive
booklet. Complete listing of materials available.

Institute of Life Insurance
488 Madison Avenue
New York 22, New York

INVITATION TO YOUTH--CAREERS IN LIFE INSURANCE--This
is a descriptive booklet.

National Association & Council of Business Schools
601 13th Street, N. W.
Washington 5, D. C.

Complete listing of materials available.

WASHINGTON

Department of Conservation & Development
Olympia, Washington

Packet of booklets and maps available.

WEATHER

Taylor Instrument Companies
95 Ames Street
Rochester 1, New York

WHAT DO YOU KNOW ABOUT THE WEATHER?--This booklet
contains thirty fascinating questions and answers
about the weather. Reference quantity.

WHAT IS THIS THING CALLED HUMIDITY?--This booklet
contains thirty fascinating questions and answers
about humidity. Reference quantity.

U. S. Department of Commerce
Weather Bureau
Washington 25, D. C.

Complete listing of free and inexpensive
materials available.

WEST VIRGINIA

West Virginia Industrial & Publicity Commission
State Capitol
Charleston 5, West Virginia

Packet of booklets and maps available.

WHEAT

Ralston Purina Company
Nutrition Service
Saint Louis 2, Missouri

WHOLE WHEAT--This is a 23 x 35 inch chart. The same material is available in 8½ x 11 inch notebook sheets.

Display card, 11 x 15 inches, with samples showing structure, composition, and nutritive values of whole wheat. Excellent.

Sunshine Biscuits, Inc.
Publicity Department
29 - 10 Thomson Avenue
Long Island City 1, New York

THE STORY OF WHEAT--This is a most interesting informative booklet. Available in reference quantity.

Wheat Flour Institute
309 West Jackson Boulevard
Chicago 6, Illinois

EAT TO LIVE--This is a teacher reference booklet on nutrition and food information.

DESIGN FOR BETTER LIVING--This is a chart showing the Basic Seven Food Groups and other factors important to good health.

MY GUIDE--This is a teacher's source book suggesting how a nutrition education program may be developed through activities effective in the classroom, school, and community.

DICK'S PLAN AND HOW IT GREW--This is a pupil reader that presents the broad story of foods.

WE WORK TOGETHER--This is a 34 x 22 inch poster that shows some of the major steps taken by Dick and his classmates in carrying out a food study program. It is in color. Excellent.

A MODERN HEALTH EXPERIMENT--This is a chart picturing the steps in a modern health survey and emphasizing the important part nutrition plays in the health of people.

LET'S CONDUCT A RAT-FEEDING EXPERIMENT--This is a guide outlining the steps in an animal feeding experiment.

WHEAT IN THE U. S.--This is a map of the U. S. showing the regions where different kinds of wheat are grown.

A KERNEL OF WHEAT--This is a 25 x 37 inch chart showing the parts of the wheat kernel that are used in making flour.

HOW FLOUR IS MILLED--This is a small illustrated chart showing the steps in breaking wheat and the different grades.

WHITE HOUSE

Dwinell-Wright Company
68 Fargo Street
Boston 5, Massachusetts

THE STORY OF THE WHITE HOUSE--This is a well presented booklet with excellent pictures. One copy per building.

WISCONSIN

Conservation & Recreation Department
State Capitol
Madison 2, Wisconsin

Packet of booklets and maps available.

WOOL

Botany Mills, Inc.
Director of Education
1412 Broadway
New York 18, New York

A WOOL PRIMER--This booklet contains the history and uses of wool.

Swift & Company
Public Relations Department
Union Stock Yards
Chicago 9, Illinois

ABOUT WOOL--This booklet contains the history and uses of wool.

The Wool Bureau, Inc.
 Director of Education
 16 West 46th Street
 New York 36, New York

AUSTRALIAN WOOL PRODUCTION--These 15 x 18 inch wall charts are available on a loan basis.

Set of three charts showing Australian:

1. Wool production.
2. Worsted manufacturing process.
3. Woolen manufacturing process.

HISTORICAL POSTERS--These 13 x 17 inch colored posters depict historical wool events: Britain's woolen cloth brought to Rome, the Bayeux tapestry, woolsacks in Parliament, Edward I declares Sandwich a staple town. Available on a loan basis.

Many other wool exhibits and materials available, either free or on a loan basis. Write for a catalog.

CHAPTER V

SUMMARY AND CONCLUSIONS

The underlying purposes of this study have been to discover the viewpoints of business representatives, teachers, and school administrators on current practices in the production, distribution, and utilization of industry-sponsored materials and to formulate a listing of free and inexpensive materials usable in the elementary and junior high grades.

Industry-sponsored teaching materials are available in a variety of forms. Booklets, leaflets, and charts are the most frequently distributed materials.

Educators and business representatives generally agree that the main reason business organizations provide free teaching materials is to serve the needs of teachers and students the best they can within the limits of their own objective, which is the immediate or eventual sale of goods or services. However, over one-half of the organizations represented in this study state their motive as fostering good will.

Business ranks the characteristics of a good teaching aid as follows: readable, factual, illustrated, current, colorful, experimentally tested, graded, documented,

educator-edited, and inexpensive.¹ Educators rank the characteristics in the same order except that they placed "illustrated" ahead of "documented."

There is a "wealth" of free teaching materials but many teachers have only a vague notion where they are and how to get them. Business calls attention to the availability of free teaching aids mainly through coupons in magazines, exhibits at teachers' conventions, and unsolicited sample copies of teaching aids. Chapter IV of this report seeks to list the subjects most likely to be studied in the elementary and junior high grades and lists organizations which supply free industry-sponsored materials of quality to educators.

One educator who has critically examined industry-sponsored teaching materials states that the content of the material is generally reliable.²

Since many of the sponsors represented in this study are obviously sincere in believing that the teaching aids distributed by their organization are genuine contributions to the public welfare, it is recommended that sponsors study the requirements of schools and furnish

¹Letter from James R. Holdsworth, Public Relations Director, General Electric Company, Schenectady, New York, September 21, 1954.

²Statement by Stanley Applegate, personal interview, Director of Visual Education, Public Schools, Manhasset, New York, March 8, 1955.

teaching materials that meet the needs of education, whatever those needs may be. Sponsors should visit schools as often as possible and study textbooks and make sponsored materials truly supplementary for specific grades or courses.

Many business firms and associations have built for themselves excellent reputations as sponsors of educationally sound instructional materials. Because of their efforts, industry-sponsored teaching materials generally have achieved respectability.

Visual communication is the key to common, universal comprehension. Today's expanding visual education programs are qualitative as well as quantitative gains to communication--the ultimate goal--to see rather than to seem to see.

APPENDIX

ARE YOU EDUCATING THE PUBLIC THROUGH TEACHING AIDS?

1858 Kiest Avenue
Northbrook, Illinois

Dear Sir:

In partial fulfillment for the degree of Master of Science in Education at Drake University, Des Moines, Iowa, I am developing an up-to-date listing of teaching aids, companies producing and distributing them.

This listing should prove useful to educators and valuable to you. If your materials are available only to principals or superintendents, this information will be made known in my study.

Letter Sent to 604 Organizations

The following materials and information will make my data complete and accurate:

- (1) A complete packet of visual aids regarding your industry, designed for use in the elementary and the junior high school (booklets, pictures, charts, displays, etc.).
- (2) The cost and to whom these materials are available.
- (3) Information regarding the expense of producing these materials in 1934.
- (4) Approximate number of educators you sent materials to in 1934.

I shall appreciate your cooperation in sending me these materials. I am pleased to have your company represented in the listing of "Industrially Prepared Teaching Aids."

Respectfully,

Harry J. Graffan

ARE YOU EDUCATING THE PUBLIC
THROUGH TEACHING AIDS?

1858 Kiest Avenue
Northbrook, Illinois

Dear Sir:

In partial fulfillment for the degree of Master of Science in Education at Drake University, Des Moines, Iowa, I am developing an up-to-date listing of teaching aids, companies producing and distributing them.

This listing should prove useful to educators and valuable to you. If your materials are available only to principals or superintendents, this information will be made known in my study.

The following materials and information will make my data complete and accurate:

- (1) A complete packet of visual aids regarding your industry, designed for use in the elementary and the junior high school (booklets, pictures, charts, displays, etc.).
- (2) The cost and to whom these materials are available.
- (3) Information regarding the expense of producing these materials in 1954.
- (4) Approximate number of educators you sent materials to in 1954.

I shall appreciate your cooperation in sending me these materials. I am pleased to have your company represented in the listing of "Industrially Prepared Teaching Aids."

Respectfully,

Nancy J. Graffam

Astra Life Affiliated Companies
 Aircraft Industries Association
 Alabama Bureau of Publications & Information
 Aluminum Company of America
 Aluminum Ware Association
 Alvin Silvermaster, The
 American Association for Health, Physical Education and
 Recreation
 American Bottlers of Carbonated Beverages
 American Crayon Company, The
 American Curriedale Association
 American Dental Association
 American Dietetic Association, The
 American Dry Milk Institute, Inc.
 American Education Publications
 American Forest Products Industries
 American Friends Service Committee
 American Guernsey Cattle Club, The
 American Hearing Society
 American Heart Association, Inc.
 American Institute of Sailing
 American Iron and Steel Institute
 American Motorists
 American Music
 American National Red Cross, The
 American Optical Company
 American Petroleum Institute
 American Plant Food Council, Inc.
 American Potash Institute, Inc.
 American Redcraft Corporation
 American Social Hygiene Association
 American Sugar Refining Company, The
 American Textbook Publishers Institute
 American Viewpoint, Inc.
 Annapolis Chamber of Commerce
 Ansel Chemical Company
 Appalachian Hardwood Manufacturers, Inc.
 Angus Camera, Inc.
 Armstrong Cork Company
 Arkansas Publicity & Information Department
 Associated Bulb Growers of Holland, Inc.
 Association for Childhood Education International
 Association of American Playing Card Manufacturers
 Association of American Railroads
 Association of Casualty and Surety Companies
 Atchafalaya, Topeka and Santa Fe Railway System, The
 Atlantic Coast Line Railroad Company
 Augusta Chamber of Commerce
 Australian News & Information Bureau
 Austrian Information Service
 Automobile Manufacturers Association

Cooperating Organizations

Aetna Life Affiliated Companies
 Aircraft Industries Association
 Alabama Bureau of Publications & Information
 Aluminum Company of America
 Aluminum Wares Association
 Alvin Silversmiths, The
 American Association for Health, Physical Education and Recreation
 American Bottlers of Carbonated Beverages
 American Crayon Company, The
 American Curriedale Association
 American Dental Association
 American Dietetic Association, The
 American Dry Milk Institute, Inc.
 American Education Publications
 American Forest Products Industries
 American Friends Service Committee
 American Guernsey Cattle Club, The
 American Hearing Society
 American Heart Association, Inc.
 American Institute of Baking
 American Iron and Steel Institute
 American Meteorite Museum
 American Music Conference
 American National Red Cross, The
 American Optical Company
 American Petroleum Institute
 American Plant Food Council, Inc.
 American Potash Institute, Inc.
 American Reedcraft Corporation
 American Social Hygiene Association
 American Sugar Refining Company, The
 American Textbook Publishers Institute
 American Viewpoint, Inc.
 Annapolis Chamber of Commerce
 Ansul Chemical Company
 Appalachian Hardwood Manufacturers, Inc.
 Argus Cameras, Inc.
 Armstrong Cork Company
 Arkansas Publicity & Information Department
 Associated Bulb Growers of Holland, Inc.
 Association for Childhood Education International
 Association of American Playing Card Manufacturers
 Association of American Railroads
 Association of Casualty and Surety Companies
 Atchison, Topeka and Santa Fe Railway System, The
 Atlantic Coast Line Railroad Company
 Augusta Chamber of Commerce
 Australian News & Information Bureau
 Austrian Information Service
 Automobile Manufacturers Association

Bausch & Lomb Optical Company
 Becton, Dickinson and Company
 Beech Aircraft Corporation
 B. F. Goodrich Company
 Belgian Government Information Center
 Belgian Tourist Bureau
 Bell & Howell Company
 Bermuda Trade Development Board, The
 Bethlehem Steel Company
 Better Vision Institute, Inc.
 Bibb Manufacturing Company
 Bicycle Institute of America, Inc.
 Binney & Smith Company
 Bituminous Coal Institute
 Black & Decker Manufacturing Company, The
 Boeing Airplane Company
 Boise Chamber of Commerce
 Borden Company, The
 Boston Chamber of Commerce
 Botany Mills, Inc.
 Boy Scouts of America
 Brand Names Foundation
 Brazilian Government Trade Bureau
 Brazil Nut Association
 Bristol-Myers Products
 British Information Services
 Brown & Sharpe Company
 Buescher Band Instrument Company
 Burroughs Corporation

California Olive Association
 Camp Fire Girls, Inc.
 Canadian Department of Travel and Information
 Canadian Embassy
 Carrier Corporation
 Carson City Chamber of Commerce
 C. G. Conn, Ltd.
 Chase National Bank, The
 Chesapeake and Ohio Railway Company, The
 Chicago Board of Trade
 Chicago Crime Commission
 China Society of America, The
 Church & Dwight Company, Inc.
 Club Aluminum Products Company
 Cluett, Peabody & Company, Inc.
 Coats & Clark, Inc.
 Coca-Cola Company
 Columbian Rope Company
 Concord Chamber of Commerce

Connecticut Department of Education
 Continental Baking Company
 Copper and Brass Research Association
 Corning Glass Company
 Corn Products Refining Company
 Cream of Wheat Corporation, The
 Credit Union National Association, Inc.
 Crown Zellerbach Corporation

Dairy Industries Supply Association, Inc.
 Danish Information Office
 Delaware State Chamber of Commerce, Inc.
 Delta-C&S Air Lines
 Denoyer-Geppert Company
 Denver Chamber of Commerce
 Dessert Book Company
 De Vilbiss Company, The
 Diamond Match Company, The
 Dietzgen Company
 Dr. Salsbury's Laboratories
 Du Pont Company, The
 Durene Association of America
 Dwinell-Wright Company

Eaton Paper Corporation
 Embassy of France
 Embassy of Pakistan
 Embassy of Poland
 Empire State Observatories
 Employers Mutuals of Wausau
 E. P. Jungman Corporation
 Esterbrook Pen Company, The
 Evaporated Milk Association

Farm Credit Administration
 Federal Trade Commission
 Fels & Company
 Field Enterprises, Inc.
 Firestone Tire & Rubber Company, The
 Florida Department of Publicity & Convention Information
 Ford Motor Company
 Frank H. Fleer Corporation
 French Government Tourist Office
 French National Railroads
 Funk and Wagnalls Company
 Funk Brothers Seed Company

Garden Club of America
 G. B. Lewis Company
 G. & C. Merriam Company
 General Electric Company
 General Mills, Inc.
 General Motors Corporation
 George F. Cram Company
 Georgia Department of Commerce
 Girl Scouts of the United States of America
 Gloucester Chamber of Commerce
 Goodyear Tire & Rubber Company, The
 Gorham Company, The
 Great Northern Railway Company
 Grocery Manufacturers of America, Inc.

Hammermill Paper Company
 Handicrafters, The
 Hartford Chamber of Commerce
 Hawaii Press Bureau
 Health Information Foundation
 Helena Chamber of Commerce
 Higgins Ink Company, Inc.
 Hillerich & Bradsby Company
 Hoover Company, The
 Horace Mann Insurance Companies
 Household Finance
 Huntington Laboratories, Inc.

Illinois Bell Telephone Company
 Illinois Central Railroad
 Illinois Department of Finance
 Illinois State Geological Survey Division
 Illinois State Natural History Survey Division
 Independent Petroleum Association of America
 Independent Steel Company
 Indian Rights Association
 Indiana State Board of Health
 Indianapolis Chamber of Commerce
 Institute of Life Insurance
 Institute of Makers of Explosives
 International Business Machine Corporation
 International Cellucotton Products Company
 International Harvester Company
 International Nickel Company, Inc., The
 International Paper Company
 Iowa Development Commission
 Irish Tourist Information Bureau
 Israel National Tourist Center
 Israel Office of Information

J. I. Case Company
 John Hancock Mutual Life Insurance Company
 Junior Town Meeting League
 "Junket" Brand Foods

Kansas City Board of Trade
 Kellogg Company
 Kennecott Copper Corporation
 Koppers Company, Inc.
 Korean Pacific Press
 Kraft Foods Company
 Kroger Food Foundation

Lansing Chamber of Commerce
 Leedy & Ludwig
 Legation of Finland
 Lever Brothers Company
 Lexington Chamber of Commerce
 Libby, McNeill & Libby
 Libby-Owens-Ford Glass Company
 Lincoln National Life Insurance Company
 Louisiana Department of Agriculture and Immigration
 Lumbermen's Mutual Casualty Company

Mentholum Company, The
 Mississippi Agriculture & Industrial Board
 Missouri Division of Resources and Development
 M. J. Whittall Associates, Inc.
 Morton Salt Company

Narcotic Education Bureau
 National Apple Week Association, Inc.
 National Association and Council of Business Schools
 National Association of Manufacturers
 National Association of Margarine Manufacturers
 National Audubon Society
 National Board of Fire Underwriters
 National Broadcasting Company
 National Cannery Association
 National Cotton Council of America
 National Dairy Council
 National Electric Manufacturers Association
 National Federation of Textiles, Inc.
 National Fertilizer Association, The
 National Foot Health Council
 National Foundation for Infantile Paralysis, The
 National Forum

National Live Stock and Meat Board
 National Needlecraft Bureau, Inc.
 National Safety Council
 National Soap Sculpture Committee
 National Wildlife Federation
 National Women's Christian Temperance Union
 Naumkeag Steam Cotton Company
 Navy Department
 Nebraska Resources Foundation, Inc.
 Nehi Corporation
 Nestle Company, The
 Netherlands Information Service, The
 Netherlands West Indies Tourist Commission
 New York Central System
 New York Convention & Visitors Bureau
 New York Department of Commerce
 New York Stock Exchange
 Niagara Falls Convention & Visitors' Service
 North Carolina Department of Conservation & Development
 North Dakota Research Foundation
 Norwegian Embassy
 Norwegian Information Service
 Nova Scotia Bureau of Information

Oakes Manufacturing Company, Inc., The
 Office Equipment Manufacturers Institute
 O. F. Mossberg & Sons, Inc.
 Ohio Department of Highway Safety
 Ohio Development and Publicity Commission
 Ohio Leather Company
 Ohio State University
 Oklahoma City Chamber of Commerce
 Oregon State Highway Department
 Oyster Institute of North America, The

Pacific Finance Corporation
 Pacific Mills
 Pan-American Coffee Bureau
 Pan-American Union
 Pan-American World Airways System
 Paper Cup and Container Institute
 Pennsylvania Department of Public Instruction
 Pennsylvania Grade Crude Oil Association
 Pennsylvania Salt Manufacturing Company
 Pepperell Manufacturing Company
 Pet Milk Company
 Phoenix Chamber of Commerce
 Pioneer Hi-Bred Corn Company

Pittsburgh Plate Glass Company
 Plymouth Cordage Company
 Pomona Products Company
 Pullman Company, The
 Purebred Dairy Cattle Association, The

Quaker Oats Company

Radiant Manufacturing Corporation
 Radio Corporation of America
 Radio-Electronics-Television Manufacturing Association
 Raleigh Chamber of Commerce
 Ralston Purina Company
 Redwood Region Conservation Commission
 Revere Copper and Brass, Inc.
 Reynolds Metals Company
 Rhode Island Development Council
 Richmond-Chase Company
 Ross Allen Reptile Institute
 Row Peterson Company
 Royal Bank of Canada, The
 Royal Typewriter Company
 R. T. French Company, The

Sacramento Chamber of Commerce
 Salt Lake City Chamber of Commerce
 San Juan Department of Instruction
 Santa Fe Chamber of Commerce
 Saskatchewan Bureau of Publications
 Schroeder & Tremayne, Inc.
 S. C. Johnson & Son, Inc.
 Sculpture House, Inc.
 Sheaffer Pen Company
 Shell Oil Company
 Silver Burdett Company
 Simmons College
 Simonds Saw and Steel Company
 Simplicity Pattern Company, Inc.
 Sinclair Coal Company
 Society of the Plastics Industry, The
 Sonotone Corporation
 South Bend Lathe Works
 South Carolina Development Board
 South Dakota State Highway Commission
 Southern Pine Association
 Sportsmen's Service Bureau
 Standard Brands

Standard Oil Company
 Stanley Tools
 Strathmore Paper Company
 Sugar Information, Inc.
 Sunshine Biscuits, Inc.
 Swift & Company

Talon
 Taylor Instrument Companies
 Tennessee Division of Information
 Texas Highway Department
 Thomas A. Edison, Inc.
 Thomas J. Lipton, Inc.
 Topeka Chamber of Commerce
 Trans World Airlines
 Trenton Chamber of Commerce
 Twentieth Century Fund, The

Underwood Corporation
 Union Pacific Railroad Company
 United Air Lines
 United States Beet Sugar Association
 United States Committee for United Nations Day
 United States Department of Agriculture
 United States Department of Commerce
 United States Department of Interior
 United States Department of Justice
 United States Government Printing Office
 United States Office of the Postmaster General
 United States Steel Corporation
 United States Testing Company
 United States Treasury Department
 University of Illinois College of Agriculture
 University of Illinois Library School
 University of Pittsburgh
 University of Utah
 Utah Department of Publications and Industrial Information

Vermont Development Commission
 Vermont Marble Company
 Veterans of Foreign Wars of the United States
 Victor Animatograph Corporation
 Virginia Department of Conservation and Development
 Vita Food Products, Inc.

Wakefield Brass Company
Washington Department of Conservation and Development
Commission
Weber Costello Company
West Coast Lumbermen's Association
West Virginia Industrial and Publicity Commission
Western Beet Sugar Producers, Inc.
Western Pine Association
Westinghouse Electric Corporation
Weyerhaeuser Timber Company
Wheat Flour Institute
Wisconsin Department of Instruction
Woodrow Wilson Foundation
Wool Bureau, The
World Book Encyclopedia
Wyoming Commerce and Industry Commission

X-Acto, Inc.

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